

THE INLAND PRINTER

October

BARFUS

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TIPTOE *Customers*

Able advertisers are creating sales literature that displays their merchandise so well and states its merits so forcibly, that people stand tiptoe to survey the goods available, and then eagerly make their choice. As the use of good printing grows rapidly because it does the best selling job, more advertisers and printers find extra values in Champion paper, and flood Champion mills with business on this complete, quality line. Their growing preference for Champion paper indicates that users are on *their* toes, too, reaching upward for better groups of alert buyers.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

Tech

FRIDAY
SALE
House Co.
\$17.95
SEMI-ANNUAL
Washable
Pull-
\$17.95
Sp
HERE SHOWING
Syke R.
Sy Jolly R.
Check T.
Light Weig
Quality Lux
Finest Twis
Go th
EAS



No. 3 Vandercook
Proof Press

Fine Proofs

ARE NOT EXPENSIVE

Fine proofs are the ONLY economical, satisfactory proofs. Printed on the No. 3 Vandercook Proof Press, they will faithfully show you and your customers what to expect from type and plates before they are sent to production presses.

Fine Proofs will pick out bad type and defective plates. They facilitate reading,

promote customer good will, and eliminate cause for misunderstanding.

The No. 3 Vandercook Proof Press will print fine proofs of single color or process plates. It has automatic grippers and automatic inking. It is the favorite among printers throughout the world. Circular will be sent at your request.

VANDERCOOK & SONS
904 North Kilpatrick Avenue, Chicago, Illinois
Eastern Branch: 214 East 43rd Street, New York, New York
Canada: SEARS LIMITED, Toronto, Montreal, Winnipeg, Vancouver

Published monthly by TradePress Publishing Corporation, 309 West Jackson Boulevard, Chicago, Illinois. Subscription rate \$4.00 a year in advance; single copies, 40 cents. Canadian \$4.50 a year; single copies, 45 cents. Foreign \$5.00 a year; single copies, 50 cents. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1941, TradePress Publishing Corporation.

THIS ADVERTISEMENT APPEARED
20 YEARS AGO

A GOOD NAME
HOWARD BOND
WATERMARKED

An ancient proverb tells us, "A good name
is rather to be chosen than great riches"

HOWARD BOND
bears the name of the mills in which it is
produced and its owner, and naturally its
quality is sacred and zealously guarded
throughout the entire process of its manu-
facture, and combines both a good name
and good value.

The Printers and Lithographers
Have Acclaimed

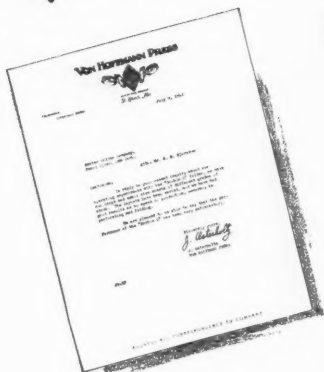
HOWARD BOND
the perfect paper in color, strength and
formation for *Letterheads*, *Billheads*, and
every other business requirement.

COMPLETE STOCK—WHITE AND COLORS
ALWAYS READY FOR DISTRIBUTION
SAMPLE BOOK SENT UPON REQUEST

The Howard Paper Mills
URBANA, OHIO

Today
HOWARD BOND
WATERMARKED
IS RECOGNIZED AS
"THE NATION'S BUSINESS PAPER"

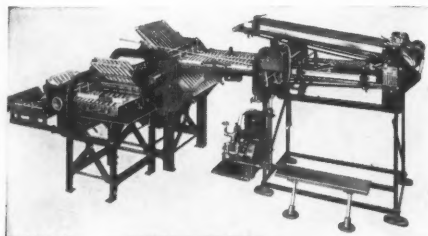
Speed...Production...Accuracy Variety



THESE are the four qualities that every printer or Binder looks for in a Folding Machine—the Four Qualities that make Satisfied Clients and also Extra Profits for the owner.

THE "DOUBLE-O" CLEVELAND FOLDER

in the VON HOFFMANN PRESS, St. Louis, has been "VERY SATISFACTORY" in meeting all four of these qualifications. Their Bindery Foreman, MR. J. OSTERHOLTZ, the man responsible for its operation, has this to say about the "DOUBLE-O":



THE "DOUBLE-O" CLEVELAND

- ... First in production
- ... First in durability
- ... First in variety of folds
- ... First in operating conveniences
- ... First in investment value
- ... And First choice of the country's leading printers and binders.

Send for new, illustrated circular.

"In reply to your recent inquiry about our operating experiences with the 'DOUBLE-O' folder, we have run large and small size sheets of different grades of stock. The layouts have been varied, and we have had good results as to speed in production, accuracy in perforating and folding.

"We are pleased to be able to say that the performance of the 'DOUBLE-O' has been very satisfactory."

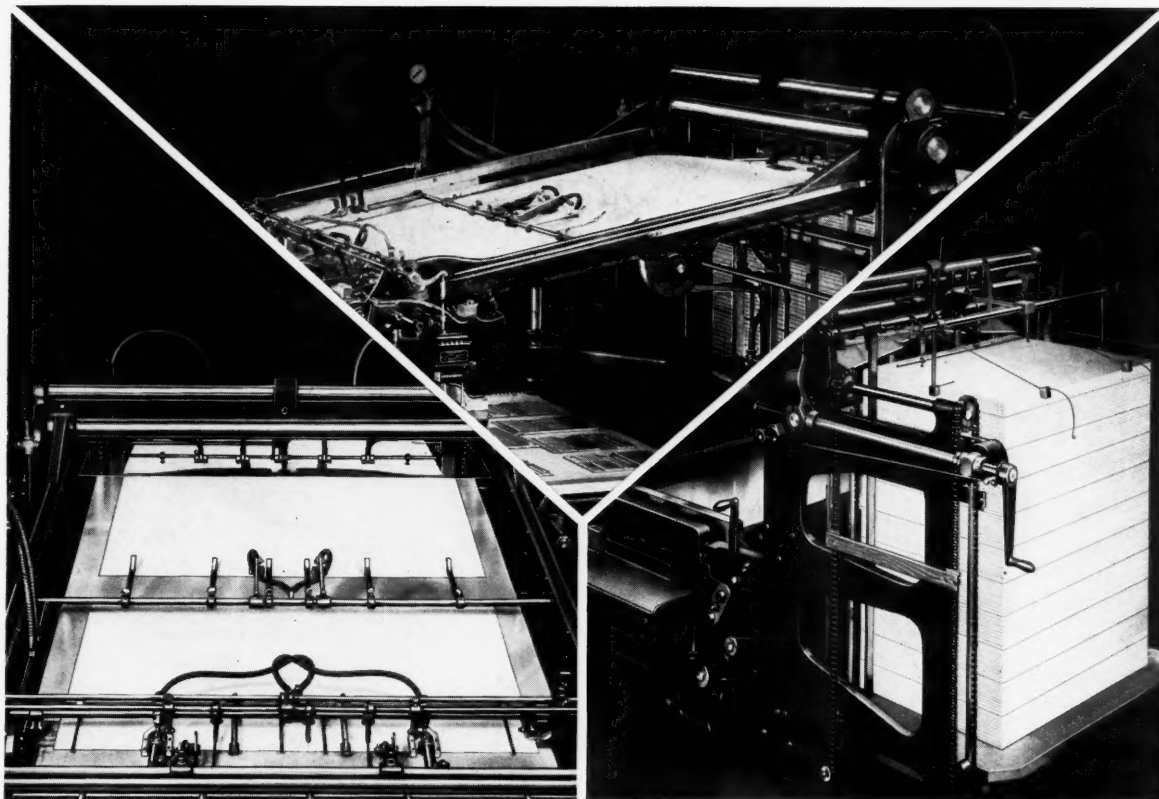
J. Osterholtz

VON HOFFMANN PRESS

This representative Printing Plant produces publications, trade magazines, catalogs, text books, and a great variety of Direct-by-mail advertising—practically the complete line of commercial printing. Satisfactory performance of the "DOUBLE-O" in such plants is the reason for its high popularity in Printing Plants and Binderies throughout the Industry.

Dexter Folder Company, Pearl River, New York

NEW YORK, 330 West 42nd Street • CHICAGO, 117 West Harrison Street • PHILADELPHIA, Fifth and Chestnut Streets • BOSTON, 185 Summer Street
CLEVELAND, 2391 Fenwood Road • ST. LOUIS, 2082 Railway Exchange Building • DALLAS, J. F. Carter, 5241 Bonito Avenue • SAN FRANCISCO, LOS
ANGELES, SEATTLE, Harry W. Brintnall Co. • ATLANTA, Dodson Printers Supply Co., 231 Pryor St., S.W. • DENVER, A. E. Heinsohn, 1441-47 Blake St.



First ...from all angles!

ALL Miller cylinder presses have the same automatic feeder—and Millers outnumber other contemporary automatic cylinder presses in some cases by as much as three or four or even ten to one. Thus, the Miller feeder ranks first in numbers among modern cylinder feeders and also in the following practical ways:

OPERATION—Know one Miller cylinder feeder and you understand the operation of all sizes from the 13x20 up to the 40x52. Despite many improvements, the latest feeder has the same basic adjustments and operation as the first modern Miller feeder. And, except for sheet size and a few minor differences, the smallest or oldest Miller cylinder feeder is fundamentally the same as the largest or newest—an advantage all pressmen like.

SIMPLICITY—Compact design—pile, feedboard and all parts are within easy reach and view of even a small man. Few adjustments—no balls, wheels,

rollers, pulleys or tapes to adjust, affect register or mark sheets. Only a few moments needed to raise feedboard or open feeder, or both.

ACCURACY—Patented Miller 100% suction positive feeding carries sheets under constant control from pile to grippers. Sheets never run free. Automatic sheet slow-down (non-adjustable) eliminates shock and eases sheets to front guides at handfed speed insuring accurate feeding.

VERSATILITY—Whether it's .0025 tissue, fine No. 1 enamel or heavy cardboard, a competent operator can adjust a Miller feeder *and delivery* for a different sheet size and stock within ten or twelve minutes. Even diecut sheets, oversize folded sheets and difficult stocks are fed with a minimum of effort.

DURABILITY—The Miller feeder operates as a structural unit with the press, providing rigidity and perfect alignment. The feedboard is made of rigid non-warping aluminum alloy, heavily ribbed underneath and smooth as a mirror on top. It is light to lift and permanently accurate. It costs four times more than a wooden board but is more than worth it—another example of the superb value built into all modern Miller Automatics.



MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.

World's largest exclusive manufacturer of automatic cylinder presses

Consult Advertisers Indexed by Products on Pages 84-85—or in January, 21-28

NOW Every Printer SHOULD HAVE A Rouse POWER MITERING MACHINE

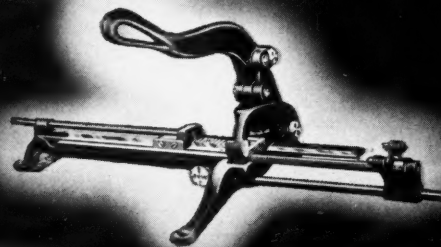


Power mitering is now a profitable operation for the small printer as well as for the large. Since the introduction of the **LOW PRICED Economy Rouse Vertical Miterer** every printer can increase production with a small investment.

The Rouse Economy Vertical Miterer will accurately cut more than 800 Miters an hour. It takes strip material from hairline to 24 points thick. A special model takes strips up to 36 points thick.

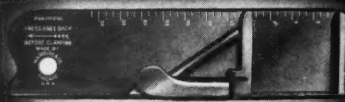
Power mitering, under present competitive conditions, is essential to profitable, quality production.

There is a Rouse Vertical Miterer that will exactly meet your requirements, and pay its way as it works for you. See your Rouse dealer or write for complete information. There is no obligation to you.



CHECK ✓

Your small tool requirements now. Lead and Rule Cutters, Hand Mitering Machines, Slug Clippers, Composing Sticks, and other essential small equipment should be accurate and in good workable condition at all times. Tools that have been dropped, abused, or that are many years old are usually inaccurate. They should be replaced with up-to-date genuine Rouse equipment. Write today for complete catalog.



COMPOSING STICKS

Every compositor should have his own composing sticks and be sure of their accuracy. Personal sticks, well kept, are a sign of good craftsmanship.

Send for catalog showing the many sizes and styles of Rouse Composing Sticks.

ROUSE LEAD AND RULE CUTTERS

The answer to many efficiency studies has been the installation of adequate, inexpensive tools convenient to each operator. Every compositor should have a Rouse Lead and Rule Cutter within arm's reach. The saving of a few steps a day will more than pay for the added investment.

Be sure, too, that present Lead and Rule Cutters are efficient and accurate.

H. B. ROUSE & COMPANY

2218 NORTH WAYNE AVENUE, CHICAGO, ILLINOIS

First

The men and women of 1840 who defied hostile Indians, trackless deserts, mountains and rivers in their great overland immigration to the West were seeking more fertile fields and cheaper land. Today the widespread opportunities of our entire continent are open to all of us because of those first pioneers.

Less spectacular but of equal importance have been the many pioneering achievements in Industry and Commerce. In the field of printing no recent event exceeds the importance of the development by Consolidated of a line of coated papers priced within the reach of even modest printing budgets.



Consolidated COATED Papers AT UNCOATED PAPER PRICES

When the turn of the century brought halftone engravings to the art of printing it also brought a problem . . . paper! Fine halftones demand the use of a coated paper, capable of reproducing clearly all their fine details and a myriad of tone gradations. Yet to many an advertiser, publisher, and printer the high cost of such coated paper made its use impractical.

It was natural, therefore, that paper makers should have visions of a finely coated enamel which could be sold at a price low enough for every budget. A half dozen years ago that dream came true in the Consolidated mills . . . resulting in a line of finely coated papers at uncoated paper prices.

From the first, it was predestined that such papers would secure unusual recognition. The letter at the right from an outstanding New York advertising agency is typical of many hundreds praising Consolidated Coated.

On this particular job the advertising agency advised that results were as sharp and clean as though a No. 1 Enamel had been used . . . yet the cost of Consolidated Coated is no higher than an average uncoated paper.

Stocked and sold by leading paper merchants, Consolidated Coated Papers are available in the important cities throughout the nation. Among the four grades there is one just right for most every purpose. We suggest you acquaint yourself with their quality and economy.



ROSETTE ADVERTISING AGENCY
INCORPORATED
122 EAST FORTY-SECOND STREET
NEW YORK CITY
Telund 4-7700

September 24, 1940

Consolidated Water Power & Paper Co.
Wisconsin Rapids, Wis.

Gentlemen:

I'm not at all reluctant to complain when things go wrong - and I'm equally anxious to cheer when affairs take a turn even better than expected.

My problem was to produce an 88 page, 8 1/2 x 11 catalog (quantity, 25M) at minimum cost. The answer seemed to be the use of Modern Gloss Coated, the least expensive #70 gloss coated sheet I could find for halftone printing.

The printer, inexperienced with the stock, was cooperatively unwilling to agree with me, but we went ahead. The result tells the story.

Less than 300 sheets were spoiled while running the six forms required; and the job was as sharp and clean as though a #1 coated had been used. The printer, the client, and I are all as pleased as we can be.

The client enjoyed the job and economy; the printer reports absolutely no trouble whatsoever; and I am happy because everyone else is.

Cordially,

ROSETTE ADVERTISING AGENCY

Maxwell
Maxwell, Wilkey

MJW/eh

CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

SALES OFFICES
122 SO. LA SALLE ST., CHICAGO

BLUE RIBBON AWARDS TO PRINTERS

...a New Atlantic Bond feature!



"Awarded for Excellence in Letterhead Printing on ATLANTIC BOND"

That's what it says on the attractive Blue Ribbons being awarded to printers who submit letterheads on ATLANTIC BOND which are selected to appear in ATLANTIC BOND Blue Ribbon Portfolios. Why not try to win one for your shop?

This is a miniature reproduction of the Blue Ribbon awarded to printers who submit letterheads on ATLANTIC BOND chosen for Blue Ribbon Letterhead Portfolios.

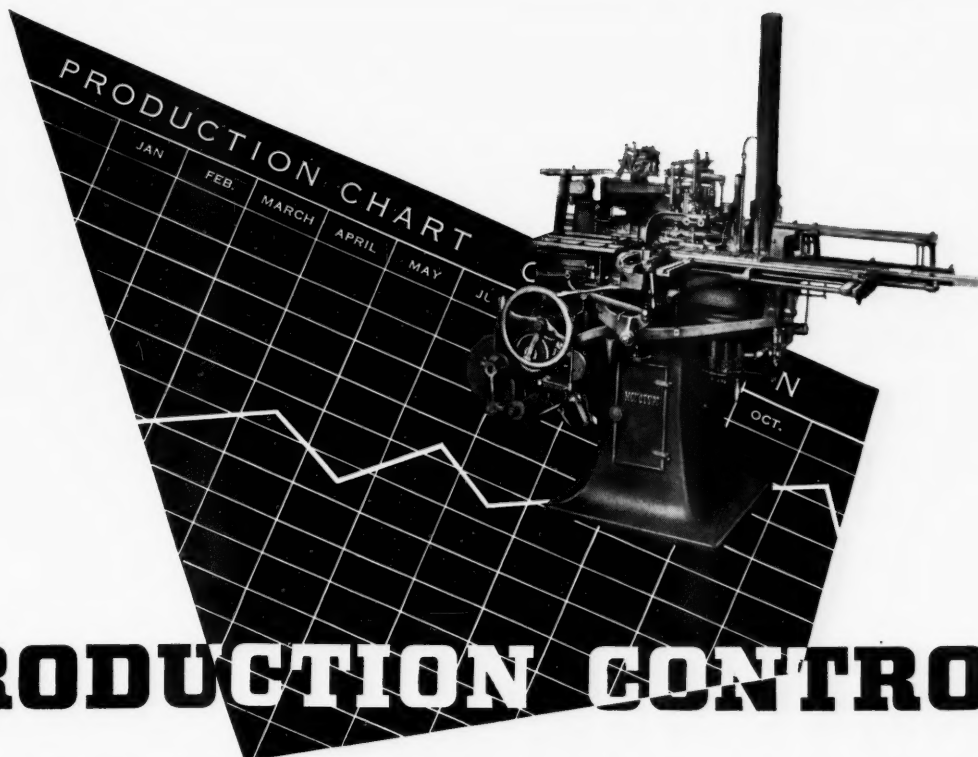


Here's how to go about it...

When you print an outstanding letterhead on ATLANTIC BOND for some customer, submit three copies of it to your ATLANTIC BOND paper salesman, who in turn will send it, with necessary information, to our District Sales Office in your territory. Entries *must* be submitted through your local ATLANTIC BOND paper merchant. We cannot consider letterheads submitted directly to us.

Every so often letterheads will be judged for Blue Ribbon Awards by an official Blue Ribbon Committee of Experts. Perhaps your entry may be a winner. If not, keep trying; it costs nothing. Letterheads are judged from a design and utility standpoint. Competition is keen . . . submit only your "best bets."

EASTERN CORPORATION
BANGOR • MAINE



PRODUCTION CONTROL

Is a MONOTYPE FEATURE

The most profitable and efficiently operated commercial and job composing rooms are those in which a choice in method of production can be made between *all machine-set*, *all hand-set*, or *machine-typesetting supplemented by hand work*—by choosing the best method for each job.

Such a composing room must inevitably be MONOTYPE-EQUIPPED—for the Monotype is the only typesetting machine which also makes display type, rules, borders, slugs, leads and other materials used in hand composition of advertisements, job and commercial work, etc.

The versatility and flexibility of the Monotype System and the high quality of printing done from Monotype-cast type are the foundations of profitable operation for job and commercial printers and publishers throughout the entire world.
Complete information given upon request.



LANSTON MONOTYPE MACHINE COMPANY

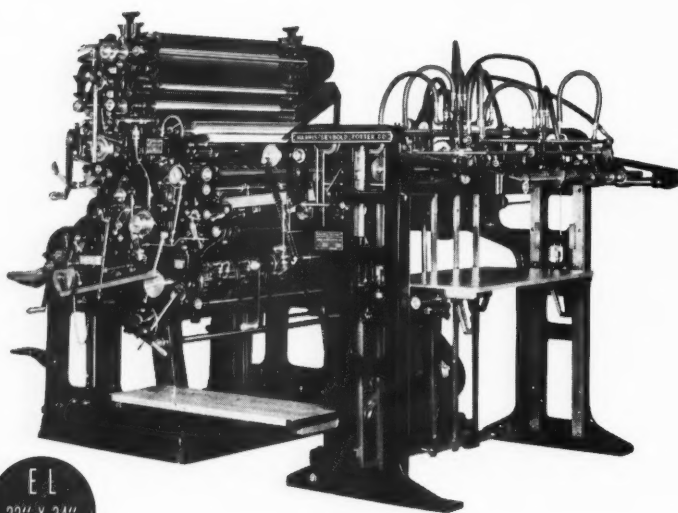
Monotype Building, Twenty-fourth at Locust Street, Philadelphia, Penna.

Display Set in Monotype Squareface; Text in Monotype Baskerville

COMMAND MORE PROFITABLE JOBS

WITH THE CRAFTSMAN'S PRESS..

a Harris



EL
22" X 34"
Single Color

HARRIS LITHO CHEMICALS

Through research, Harris has developed and standardized new chemicals for both deep etch and surface plate making processes. Full details upon request. Write us with reference to your lithographic problems.

Production economies are not linked solely to the printing operations of a job. To an even greater degree, economical production is determined by whether each job is produced by the method to which it is best suited. • With the advantages of Harris Offset Presses added to your letterpress equipment, you command ALL jobs, including those that are by reason of their character, a challenge to production.

HARRIS OFFSET PRESSES

· HARRIS · SEYBOLD · POTTER · COMPANY ·

PIONEER BUILDERS OF SUCCESSFUL OFFSET PRESSES

General Offices: 4370 East 71st St., Cleveland, Ohio • Harris Sales Offices: New York, 330 West 42nd St. • Chicago, 343 So. Dearborn St. • Dayton, 819 Washington St. • Atlanta, 120 Spring St., N.W. • San Francisco, 420 Market St. • Harris-Seybold-Potter (Canada) Ltd., Toronto, Montreal • Factories: Cleveland, Dayton



"As creative printers, we do appreciate this help and feel that it is a successful way to assist printers."

Printer



"Thank you very much for rating our letterhead. Your comments were very helpful, and I am turning the report over to our agency for their information."

Steel Mill



... "and we feel that your method of rating is a very sound and efficient one."

Hotel



"Many thanks for your comments and criticism on our letterhead. Your analysis was sincerely appreciated."

Publisher



"Thank you for your analysis of our domestic and foreign letterheads. The information which you gave us is extremely interesting. May I compliment you on the fairness and lack of bias that is apparent throughout these analyses."

Business Machine Manufacturer

What they are saying about the Letterhead Clinic

The above are unsolicited, voluntary expressions from but a few of the thousands of companies who have taken advantage of the FREE analysis and rating service rendered by The Letterhead Clinic of the Whiting-Plover Paper Company, manufacturers of prestige-building *Permanized Papers*.

MORAL: You can get profitable letterhead business by calling on the Letterhead Clinic to analyze and rate your customers' and prospects' letterheads. The Clinic will provide you with two impressive, effective sales tools — its scientific Analysis Chart for each letterhead rated and the informative, interesting booklet, "Seven Years of Prestige Building" which explains the background and functions of The Clinic . . . tells you how to use it. Remember, this service is FREE...it places you under no obligation whatsoever.

Clip the coupon now and let The Clinic help you get *profitable* letterhead business.

Permanized Papers

RAG-CONTENT

THE LETTERHEAD CLINIC
WHITING-PLOVER PAPER COMPANY
2 Whiting Road, Stevens Point, Wisconsin

(10-41)

- ☐ Send me free booklet, "Seven Years of Prestige Building" that will tell me how to use the free services of The Letterhead Clinic.
- ☐ Have my *Permanized Paper* Distributor call to discuss The Clinic's free services with me.

Name _____

Position _____



THE GENTLEMAN ADMIRES BUCKEYE

And by all indications the members of his harem also do. One of the interesting things about Buckeye Cover is the universality of its appeal. This oldest, most complete line of cover papers includes colors and finishes that are appropriate to every taste, to every season and for every type of merchandise.

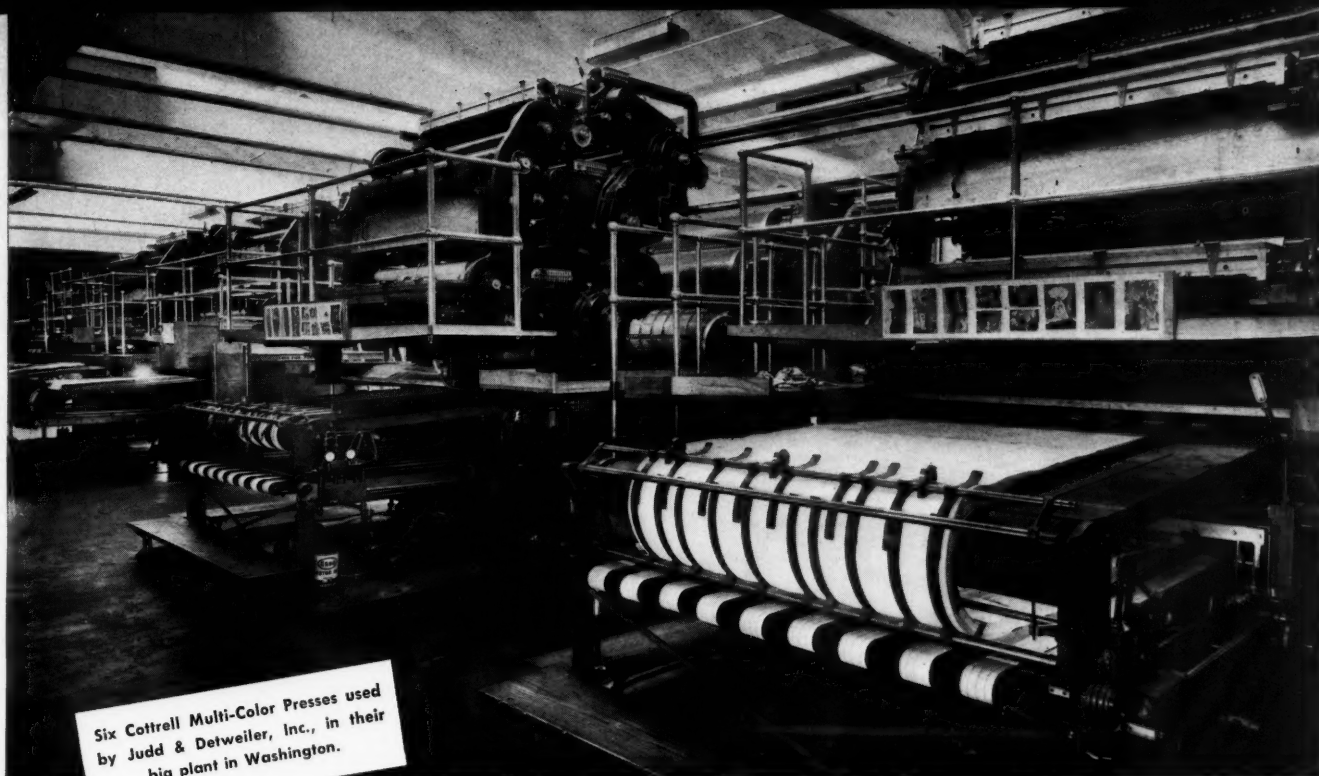
Whatever you have to advertise you will give it prestige and allure by using Buckeye Cover. It is first among cover stocks. It will be a pleasure to send you a sample book free and let you see for yourself.

THE BECKETT PAPER COMPANY

Makers of Good Paper in



Hamilton, Ohio, Since 1848



Six Cottrell Multi-Color Presses used by Judd & Detweiler, Inc., in their big plant in Washington.

Multi-Color Cottrell Presses Used by Judd & Detweiler, Inc.

FOUR of the latest Cottrell 5-color presses, 50 x 72, and two Cottrell 4-color presses, 48 x 70, are used by the well-known firm of Judd & Detweiler, Inc., of Washington, D. C.

FOR PROCESS PRINTING for large circulation magazines, and for large edition commercial printing, Cottrell color presses are supreme.

COTTRELL color presses are available in a wide range of sizes, from 25 x 38 up to 50 x 72. The smaller sizes are run at speeds up to 5000 4- or 5-color sheets an hour . . . the larger sizes, up to 4500.

A FIFTH COLOR for commercial and publication printing has many advantages. For example: (1) The use of metallic inks . . . or flat tints . . . in addition to four-color process

printing. (2) The use of an extra color for special effects in process work. (3) Where plates of the same color must be printed close together, with no margins for lock-up, one of the plates can be placed on the fifth plate cylinder.

THESE PRESSES have many practical advantages, including adequate provision for the handling of bleed pages. All printing cylinders are mounted in one-piece side frames, and the construction throughout is rigid, heavy, and well-balanced, providing smooth operation and freedom from vibration at all speeds.

FOR ANY KIND of color work, from two colors on one side of a sheet up to five colors on each side of a web, Cottrell offers the right press for the particular job to be done. Write for details.

Cottrell

C. B. Cottrell & Sons Co., Westerly, R. I.
 NEW YORK: 25 East 26th Street • CHICAGO: Daily News Building
 CLAYBOURN DIVISION: 3713 N. Humboldt Ave., MILWAUKEE
 SMYTH-HORNE, Ltd., 1-3 Baldwins Pl., Gray's Inn Rd., LONDON, E. C. 1

POWER

READY FOR ACTION



WHEN this nation rolled up its sleeves for the gigantic task of defense, one of its first needs was power.

Camps, air fields, shipyards and munitions plants had to be built at full speed—many of them in remote places. Mines, quarries, oil wells and sawmills had to rush peak production of basic materials. And all these defense efforts depended on power. They had to have power in compact form—power that could be moved *anywhere* in a hurry—power that was ready to go to work and *stay* at work, regardless of geography or weather.

They got it without delay—because “Caterpillar” Diesel Engines and Electric Sets were built for just that kind of service. They drive clanking shovels, draglines, dredges, cranes; mighty air-compressors that run rock drills and jack hammers. They pump water and oil; power yard locomotives, and all manner of mill, factory and other industrial machinery. They furnish current for lights that turn night into day on around-the-clock operation.

Built by the world's largest manufacturer of Diesel engines, and backed by the most complete and readily available replacement-parts and service facilities of their kind, “Caterpillar” Diesels are widely chosen by power users and leading builders of engine-driven machinery. Their sturdiness, dependability and long life have been proved in thousands of installations. Their fuel system and fuel economy are outstanding Diesel-engine developments. Their adaptability for varied defense-industry uses is being proved every day.

CATERPILLAR TRACTOR CO. • PEORIA, ILLINOIS

CATERPILLAR DIESEL

REG. U.S. PAT. OFF.

ENGINES AND ELECTRIC SETS



MORRILL
Presents

MORRILL ORALE

The importance of the printing industry in the defense program cannot be minimized. To keep the presses of the country rolling, Morrill has mustered every facility at its command to supply the industry with the essential ingredients which comprise printing inks. Mobilized as never before, Morrill is searching out every means to increase output, maintain their quality and yet control costs. Over one hundred years of cooperation with the printing industry well recommends the Geo. H. Morrill Co. as the source for printing inks for your presses.

GEO. H. MORRILL CO.
DIVISION • GENERAL PRINTING INK CORPORATION
100 SIXTH AVENUE, NEW YORK, N. Y.
Boston • Philadelphia • Chicago • Detroit
St. Louis • Fort Worth • Minneapolis
San Francisco • Los Angeles • Seattle



For
BETTER PRINTING
Always Use

NORTHWEST

PEDIGREED PRINTING PAPERS

THE NORTHWEST PAPER COMPANY, CLOQUET, MINNESOTA
CHICAGO • MINNEAPOLIS • SAN FRANCISCO • ST. LOUIS



THE need for fast *action* with unvarying *accuracy* in a paper cutter is so well understood that the demand for these features needs no discussion.

But the *how* of providing speed and accuracy is important. From base casting to illuminator, every feature of Craftsman 34½-inch hand clamp power cutters is designed to produce *action* with *accuracy*.

A substantial, one-piece base casting provides a substantial foundation for every moving part.

Cutting table is heavily ribbed to eliminate warping and weaving.

When set, the back gauge is locked immovably in position.

The knife is pulled, not pushed through the stock.

All cutting controls are within easy reach of the operator and the cutter will not accidentally repeat.

A unique and valuable feature is the plate at the left of the knife slot which automatically slides over the slot, keeping trimmings and chips out of the slot and preventing the dragging of the stock between the housings.

The tape is illuminated and equipped with magnifier so that the figures are easy to read. A fixture and canopy for fluorescent lighting may be substituted for the standard lighting receptacle if desired.

The knife is easily kept parallel with the cutting stick by a special handle at the upper right of the cutter.

Complete details of many other important features of operation are described in "The Craftsman Hand Clamp Power Cutter" bulletin. Write for a copy.

THE CHANDLER & PRICE COMPANY

6000 CARNEGIE AVENUE • CLEVELAND, OHIO
NEW YORK: Grand Central Palace, 480 Lexington Ave.
CHICAGO: Transportation Bldg., 608 S. Dearborn St.



Because a large part of Chandler & Price manufacturing facilities is being devoted to defense production, immediate shipment of C&P equipment cannot be promised. Shipments are allocated in the sequence in which orders are received.

FORTY-ONE WAYS TO MAKE OR SAVE MONEY

● THESE helps from manufacturers offer ideas and methods many of which you can put to practical and immediate use in your plant, once you have the facts. Information will be sent without cost or obligation

Idea Creation

1B PRINTED SPECIMENS of almost all types of office and business forms on Hammermill Bond are contained in a comprehensive portfolio by Hammermill Paper Company. This "Work Kit" is a fine assortment with many good ideas—something really worthwhile having around.

2B INLAND PRINTER BLOTTERS have birds. Albemarle Paper Manufacturing Company blotters have animals in a new series of six called "Animalia." They're attractively designed and printed, and present another fresh idea for blotter advertising. A sample set is yours for the asking.

3B GET SIX SPARKLING letterhead specimens—and, if you want, submit your own letterhead designs for a free rating in the Whiting-Plover Paper Company's "Letterhead Clinic." Letterheads available are approved by the clinic and suggested especially for the advertising industry.

4B SAMPLES AND IDEAS, featuring everything from die-cut black cats to Chinese restaurant menus, are contained in a valuable portfolio telling about Woodbine Duplex Enamel and Post Card stocks, made by the Appleton Coated Paper Company. By all means get this portfolio.

5B NEW LETTERHEAD IDEAS on Strathmore bonds and writing papers are offered in the new "Change in Your Letterhead" Portfolio of the Swigart Paper Company. Here are ideas that will mean profit.

6B AN EFFICIENCY CHART for thin papers can be used as a guide for more efficient purchasing and use of these papers. Forty-nine possibilities for printing orders are listed. It comes from the Valley Paper Company. You should have it.

Paper Facts

7B HOLIDAY LETTERHEADS and envelopes will be big profit-makers this year. Samples from companies that are specialists in this field will be a valuable asset in coming weeks. You may as well make the profit on these orders which otherwise would go elsewhere.

8B HERE IS A SEQUEL to the popular "A Short Course in Paper Making" issued by the P. H. Glatfelter Company. It's called "Paper and Its Performance." Just off the press, is both interesting and definitely worth reading.

9B BLUE RIBBON AWARDS to printers for excellence in letterhead printing on Atlantic Bond are to be made by the Eastern Corporation. You'll want to know all about this event, how you can enter, how you can get samples of Atlantic Bond. The card will bring information. Better still, call your Atlantic Bond merchant about it.

10B A NEW SALES TOOL is a booklet, "Much for a Mite," just issued by the L. L. Brown Paper Company, makers of bond, linen, and ledger. Concise and largely graphic, it gives some really convincing reasons why L. L. Brown papers will do more for your customers.

11B GET YOUR SHARE of the profitable business that comes from selling machine bookkeeping forms. For example, you could use Weston's machine posting ledger and index. You can find out "how and where" by reading the special publication, "Weston's Papers," issued by the Byron Weston Company. It's full of ideas, too.

12B BALANCED PAPERS, produced by the Crocker-McElwain Company, include a 25 per cent rag bond, an inexpensive bond, a distinctively different laid paper, and a new neutral bright white and velvety smooth-finish paper for letterpress or offset work. You should have samples and literature describing them.

13B BETTER IMPRESSIONS is the name of the fine quarterly publication of The Mead Corporation. Now off the press is the Harvest Issue which, as a paper demonstrator of the first magnitude, is being acclaimed by printers and advertisers.

14B PAPER CONDITIONING by control of relative humidity and temperature is an important factor in economical production. Send the card below for facts on air conditioning from Carrier Corporation.

Composition

15B HIGH-SPEED QUOINS for "sophisticated lockup" are made by the Challenge Machinery Company. Two of them are said to do the work of five to eight ordinary quoins. You should have the whole story. A new folder will give it to you.

16B MANY SENSATIONAL advantages of fluorescent lighting are enhanced with new Certified fixtures offered by the Fleur-O-Lier Manufacturers. Over forty leading fixture manufacturers are participating in the Fleur-O-Lite program. It's important for you to know how fluorescents will work to your advantage. Study the information available in this way.

17B IN BLACK AND SILVER, Wetter Numbering Machine Company offers you its newest booklet, "Numbering For Profit." This should make you want to know more about this interesting subject in short order.

18B AN ACTUAL TYPE SLUG, showing just how accuracy is obtained automatically on the slug corrector of the Curle Manufacturing Company, is part of the company's new folder. It's a new way of presenting an interesting subject and you'll want to see it.

19B NEW BUT PROVED MATERIAL for making duplicate plates—like a lead mold in fidelity, like an electrotpe in durability, like a stereotype in speed, like a rubber plate in simplicity and flexibility—is called "Acritype." Molds plates in six minutes using plastic matrices and machines same as for molding rubber. Get the "how-to-do-it" booklet of the Acritype Corporation.

SEND THIS REQUEST FOR SPECIAL INFORMATION

THE INLAND PRINTER, Readers' Service Dept.
309 West Jackson Boulevard, Chicago, Illinois

Gentlemen: Please send me, without cost or obligation, the literature mentioned in the items you have numbered as follows:

Please do not ask for them all—just those on subjects in which you are directly interested.

Company Established

Address

City & State

No. of Platen Presses: Cylinder Presses:

Rotary Presses: Offset Presses:

Do you "specialize" in certain work such as labels, envelopes, cartons, tickets, forms, etc.? If so, what?

Number of years you have been subscriber

Your name Title or position

WE DO—

- ☐ Commercial printing
- ☐ Newspaper Publishing ☐ Daily
- ☐ Weekly Circ.
- ☐ Offset-lithography
- ☐ Gravure
- ☐ Our own composition
- ☐ Trade composition
- ☐ Photoengraving
- ☐ Electrotype ☐ Stereotypes
- ☐ Molded Rubber Printing Plates
- ☐ Steel-Copper Plate Engraving
- ☐ Bookbinding
- ☐ Stationery & Office Supply Store
- ☐ Private Printing Plant

Key B

20B SEVENTY-TWO PAGES are required to tell about the various products comprising the complete line of printing plant equipment of the Hamilton Manufacturing Company. Unless you specify Catalog No. 21, which describes Newspaper Equipment, they'll send you No. 22, giving you job printing equipment data.

21B SMICO-CHROME Wood Coating prevents wood blocks from warping by a process that takes only one minute to complete. New figures and facts on moisture absorbency of treated and untreated blocks now are available from Sleight Metallic Ink Company.

22B "PRINTING PROFITS From Numbering Jobs" is the intriguing title of a booklet by Roberts Numbering Machine Company. Inside pages are intriguing, too. Make a note to include this "number" in your "must" reading.

23B MODERN PHOTO-COMPOSING Machine is a product of Rutherford Machinery Company. Its many uses and valuable performance are set forth in a new folder which should come to your attention at once.

24B SCOTCH TAPE that is double faced is excellent for mounting zincs or halftones to wood or metal base. A generous sample and information from Minnesota Mining & Manufacturing Company will be of unusual interest.

25B SAVE TWO-THIRDS on ruled-form composition costs. Find out how to do it in the new folder of Universal Mono-Tabular Corporation which describes the new Universal Mono-Tabular Broach.

26B OLD TOUGH INK on type, plates, or presses can be chased right away with a few drops of Phenoid Type Cleaner. Think it isn't possible? Chalmers Chemical Company has a new booklet that will quickly convince you.

27B LETTERPRESS OR LITHOGRAPHY offers a remarkable opportunity for steady employment at generous wages. Fall term is under way at Chicago School of Printing & Lithography. Literature tells about evening classes starting.

28B NEWEST INFORMATION on equipment most suitable for making molded rubber, thermo-setting or thermo-plastic plates is available from the hydraulic press division of Lake Erie Engineering Corporation. This is a growing field, and it will pay you to keep up to date.

Presswork

29B NET PRODUCTION of up to 4,000 two-color sheets an hour now is easy on the new Cottrell Claybourn two-color rotary press. No better time than now to find out all about this and other outstanding developments in multi-color rotary printing.

30B CATERPILLAR TRACTOR Company has some interesting information for all printers who have monthly power bills of \$50 or more. Caterpillar Diesel Electric Generating Sets are money-savers and profit-makers. Superb literature gives the facts.

31B BRONZING AT A PROFIT at last is made possible by the Christensen High-Speed Bronzer, a product of the Christensen Machine Company. New bulletin illustrates and describes this modern equipment, and surveys by the A. C. Neilsen Company of actual performance in letterpress and lithographic printing plants reveal, in dollars and cents, what the machines are doing for owners.

32B A MULTI-PROCESS PRESS that is 90 per cent the same whether it is used for tickets, labels, matchbook covers, checks, tags, office forms, cartons, or any one of a number of other products is described in a bulletin of New Era Manufacturing Company. Simple adjustment of small attachments makes this press quickly adaptable for printing specialties like those above.

33B PRECISION-COATED overlay board is one of the important and popular products of The Martin Cantine Company, producers of the notable Cantine's Coated Papers. A booklet tells of its features and advantages.

34B BLACK INKS that set in sixty seconds, back up in thirty minutes, and become bone dry in one hour are called "Zephyr Blacks." Made by Sinclair and Valentine Company, these inks are the subject of a unique and impressive new folder. Yours for the asking.

35B NEW FACILITIES for everything connected with silk-screen work are made possible because of the increased space in the new home of the Naz-Dar Company. All of which makes the new Naz-Dar catalog more important for you to have.

36B AN INTERESTING and valuable product is the Chapman Electric Neutralizer, sold by the Kidder Press Company, described in a new folder. This "kills" all static, prevents sheets from sticking and offsetting, makes slip-sheeting unnecessary in most cases, makes possible accurate register of sheet at guides, and allows full efficiency of operation on any weight paper.

37B RISING COSTS make it more necessary than ever to avoid expensive press delays and spoilage caused by ink offset. Paasche Airbrush Company has a proved "no-offset" process which regularly solves this problem. Full information is available.

38B WHEN FIGURING ROLLER requirements learn about the new Synthox Rollers made by Ideal Roller and Manufacturing Company. A full synthetic roller, it works well with linseed, heat-set, or the moisture-set inks. The card below will bring you their folder.

Binding

39B THE NEW CRAFTSMAN is a 3 1/4-inch hand-clamp power cutter just developed by the Chandler & Price Company. If you've ever figured out just what you want in such a cutter, you'll find all the answers in a brand-new folder.

40B NEW DEVELOPMENTS in gums, glues and pastes for the graphic arts are set forth in a bulletin just issued by the Arabol Manufacturing Company which has more than 8,500 adhesive formulas on file in its laboratories.

41B THREE TIMES the production of the ordinary single-head stitcher at only half the operating cost of three ordinary single-head machines. Something to think about, so find out about the new Pony Gang Stitcher of the F. P. Roebuck Company. Many new features are shown in an interesting new folder.

SEND THIS REQUEST FOR SPECIAL INFORMATION

FIRST CLASS
PERMIT NO. 826
Sec. 510, P. L. & R.
CHICAGO, ILL.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

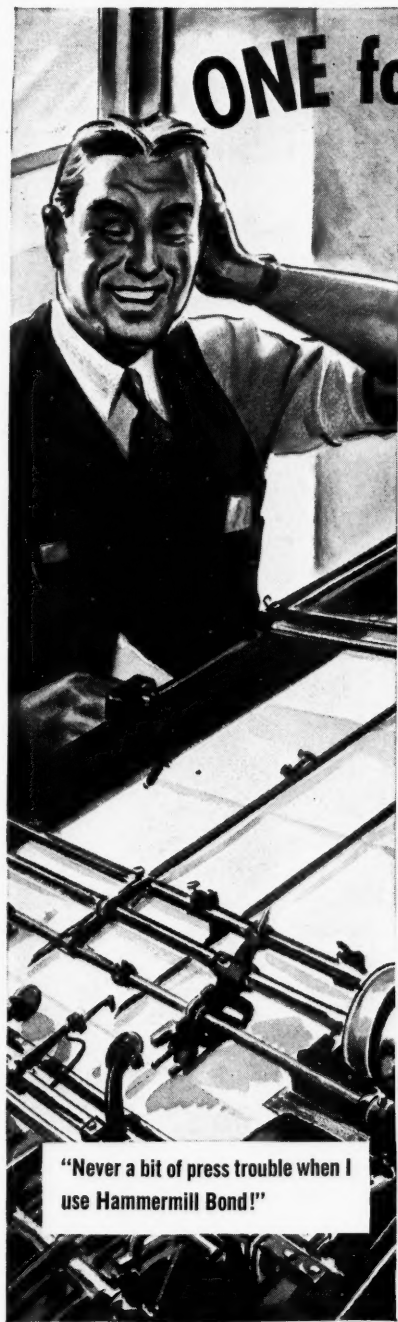
POSTAGE WILL BE PAID BY

THE INLAND PRINTER

309 WEST JACKSON BLVD.

CHICAGO, ILLINOIS

ONE for the money



"Never a bit of press trouble when I use Hammermill Bond!"

Even on a *single* order you can make money when you use Hammermill Bond. In the first place, it's easier to sell. Your prospect knows the Hammermill name. So quoting a job on Hammermill Bond gives you a head start on landing the business. And in your shop, this paper prints sharp and clean, cuts waste, does all a paper can do to help you make a clean profit on the job.

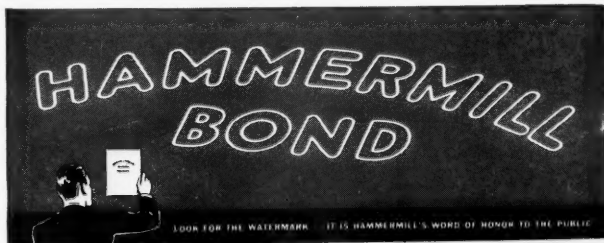
TWO for the show

But it's the *second* job—and the *second* profit which really count. Hammermill Bond helps you land them. Because it backs up good printing in your shop with good performance in your customer's business. It's easy to write on. It erases neatly. It gives your customer a printed job he can be proud of . . . the kind of letterhead or form that makes the right impression on *his* customers. In a word, Hammermill Bond *pleases* him. And that means profit—and repeat profits—for you.



"Ask our printer to run off another 10,000 of these letterheads — on Hammermill Bond."

Every prospect has his own printing problem. Help him solve it with the Working Kit of Hammermill Bond. The kit suggests ideas for letterheads, matched stationery, envelopes . . . tells how to set up a color signal system, design up-to-date printed forms. Send for your free copy today.



Send for it!

Hammermill Paper Company, Erie, Pa.
Gentlemen: Please send me my free copy of the Working Kit of Hammermill Bond.

Name.....

Position.....

(Please attach to your business letterhead)

1P-OC



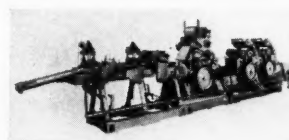
The Kid learns about *Numbering for Profit* on Rotary Presses

- "What about numbering for profit on rotary presses?"
 - ★ "We number better with a Wetter."
- "What makes Wetter rotary heads better?"
 - ★ "They save lock-up time."
- "Why?"
 - ★ "Easy to lock in place anywhere on the ring."
- "True. What else?"
 - ★ "Easy to adjust closely in position."
- "And then what?"
 - ★ "They've got everything the flat-bed models have."
- "Are they made for parallel or for right-angle operation?"
 - ★ "Both."
- "Fine! Where'd you get all this dope?"
 - ★ "In the shop."
- "No better place—that's where all Wetters shine."



Wetter NUMBERING MACHINE CO.
ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.
Sold by all dealers and branches
AMERICAN TYPE FOUNDERS

807



For PROFITS in PRINTING... **SPECIALIZE**

It is well known that specialists usually make more money than general practitioners. This is true in the printing industry, as in other fields . . . and here's a machine with which YOU can specialize. With a New Era Multi-Process Press, you can manufacture a wide range of products, such as those listed at the left, at amazingly low cost and at tremendous speeds . . . or you can handle many kinds of commercial printing on a mass production basis.

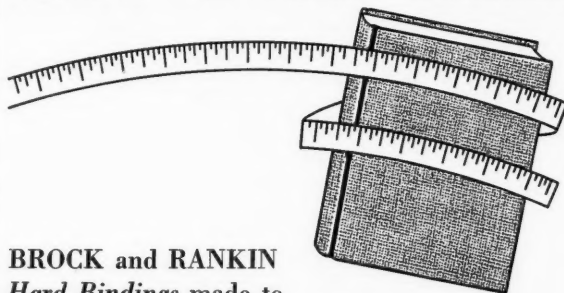
Write for Bulletin 11

New Era Manufacturing Company
379 Eleventh Avenue, Paterson, N. J.

TICKETS
LABELS
TAGS
CHECKS
ZIG-ZAG
FORMS
SNAP-OUTS
OFFICE
FORMS
MATCH BOOK
COVERS
CARTONS
AND OTHER PRODUCTS
ALL ON
ONE MACHINE

NEW ERA MULTI-PRODUCT PRESS

MADE TO YOUR ORDER



BROCK and RANKIN *Hard Bindings* made to

your specifications will add new beauty, new sales appeal, and new durability to catalogs. The slight added cost of *Hard Bindings* is minimized by the increase in customer satisfaction.

We will gladly help in designing and correctly styling covers in regular, mechanical or loose leaf bindings.

We also are prepared to design and make portfolios for many purposes.

Why not write us now?

BROCK and RANKIN
BOOKBINDING SPECIALISTS SINCE 1892
619 SOUTH LA SALLE STREET, CHICAGO

"SMOOTH AS STILL WATER"

Levelcoat* PRINTING PAPERS

Give all the beauty of costly printing papers...
at the price of ordinary paper!



YOU NEED the smooth beauty of *Levelcoat** printing papers to help boost the selling power of your printing. New and improved processes give *Levelcoat* papers super-smooth printing surfaces to insure uniformly excellent printing results. *Levelcoat* fully-coated printing papers help to get a sales story across more quickly, more dramatically... with sharply-defined type... with fine-screen halftones... with brilliant color.

You'll like the money-saving economy of *Levelcoat* papers, too. By switching to *Levelcoat* printing papers, you can make interesting savings, *without sacrificing quality*, because *Levelcoat* printing papers give all the beauty of costly printing papers at the price of ordinary paper!

Many advertisers with small printing budgets, which limited them to ordinary-appearing catalogs, circulars and brochures, have switched to *Levelcoat* paper. They now are benefiting from more sales-appealing printed advertising at little, if any, extra cost!

Seeing is believing... Your paper merchant will be glad to show you samples of the three types of *Levelcoat* printing papers. Or, if you prefer, write direct to Kimberly-Clark for free book, "Seeing is Believing", which gives actual proof in one, two, three and four colors, of the fine printing and clear-cut reproductions you can expect with low-cost *Levelcoat* printing papers.

This interesting book will prove to you that these new-type papers do more for the money! *Levelcoat* printing papers are available through your paper merchant. If you wish, inquire direct.

KIMBERLY-CLARK CORP.
NEENAH, WISCONSIN

Established 1872

NEW YORK: 122 East 42nd Street
CHICAGO: 8 South Michigan Ave.
LOS ANGELES: 510 West 6th Street

Trufect*

Levelcoat Paper

Made super-smooth by new, exclusive coating processes. For high-quality printing.

Kimfect*

Levelcoat Paper

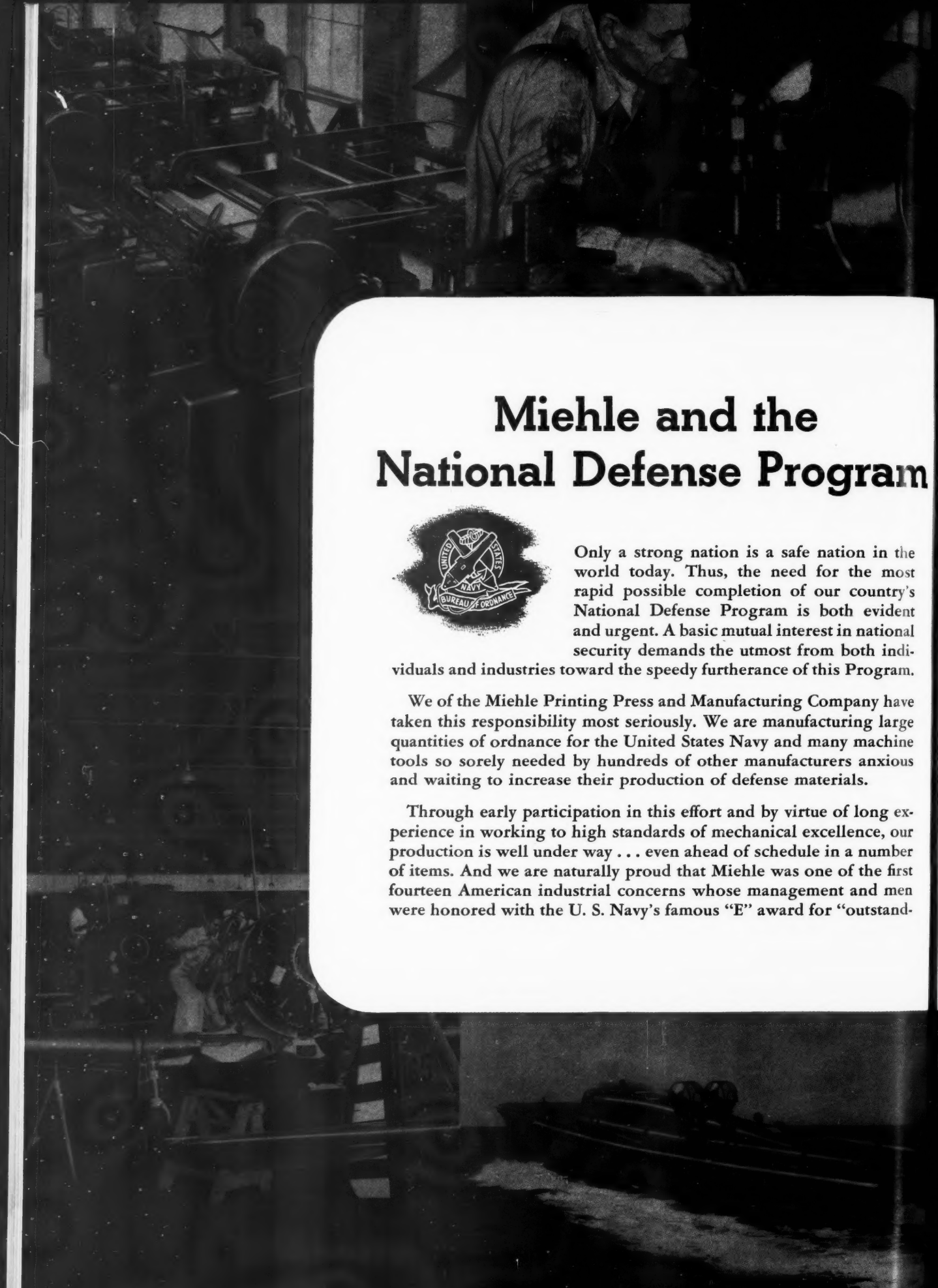
Companion to Trufect at lower cost. For use where quality remains a factor, but less exacting printing results demanded.

Multifect*

Levelcoat Paper

Where economy counts in volume printing, this grade does a splendid job.

*TRADE MARK



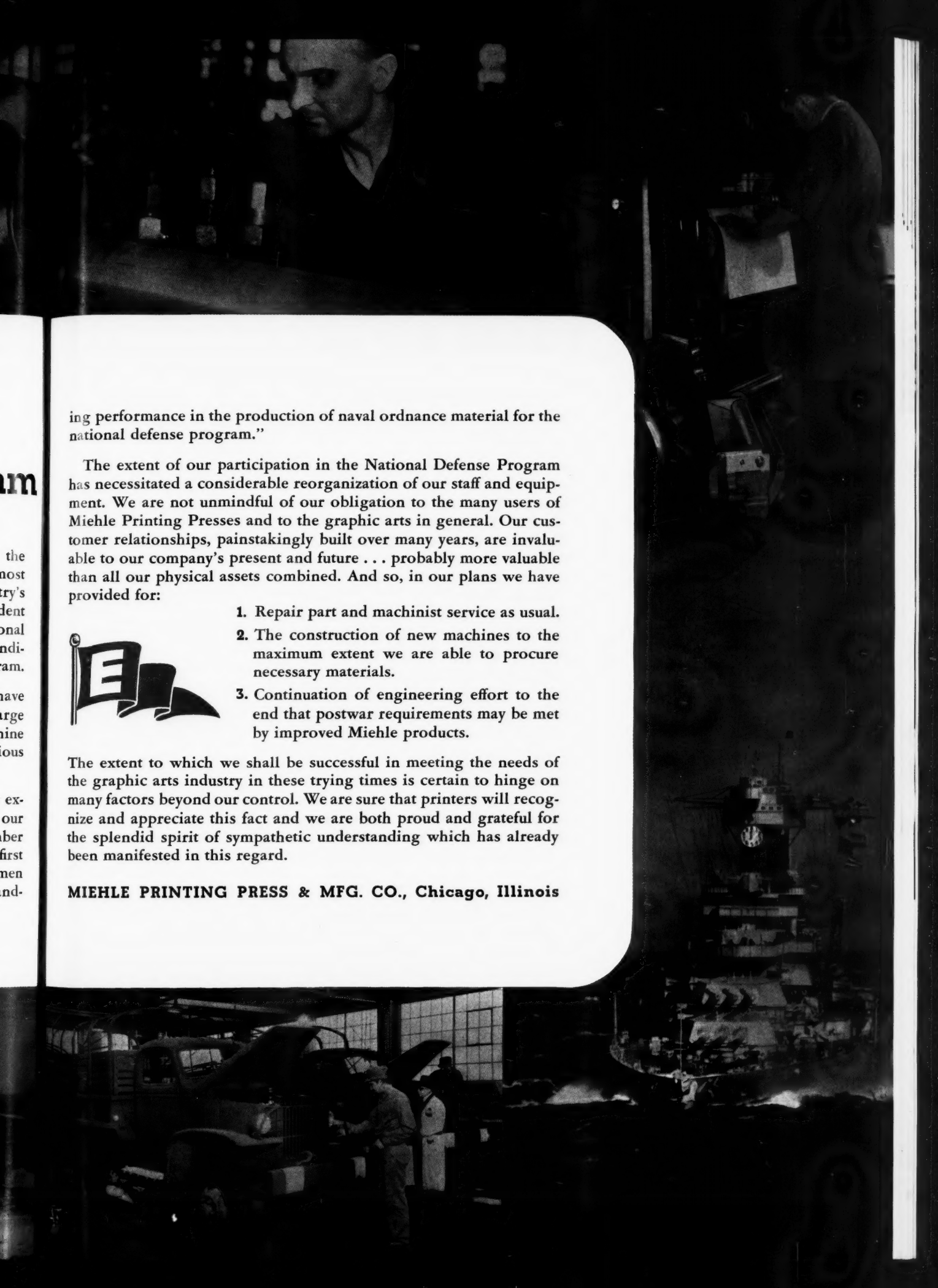
Miehle and the National Defense Program



Only a strong nation is a safe nation in the world today. Thus, the need for the most rapid possible completion of our country's National Defense Program is both evident and urgent. A basic mutual interest in national security demands the utmost from both individuals and industries toward the speedy furtherance of this Program.

We of the Miehle Printing Press and Manufacturing Company have taken this responsibility most seriously. We are manufacturing large quantities of ordnance for the United States Navy and many machine tools so sorely needed by hundreds of other manufacturers anxious and waiting to increase their production of defense materials.

Through early participation in this effort and by virtue of long experience in working to high standards of mechanical excellence, our production is well under way . . . even ahead of schedule in a number of items. And we are naturally proud that Miehle was one of the first fourteen American industrial concerns whose management and men were honored with the U. S. Navy's famous "E" award for "outstand-



ing performance in the production of naval ordnance material for the national defense program."

The extent of our participation in the National Defense Program has necessitated a considerable reorganization of our staff and equipment. We are not unmindful of our obligation to the many users of Miehle Printing Presses and to the graphic arts in general. Our customer relationships, painstakingly built over many years, are invaluable to our company's present and future . . . probably more valuable than all our physical assets combined. And so, in our plans we have provided for:

1. Repair part and machinist service as usual.
2. The construction of new machines to the maximum extent we are able to procure necessary materials.
3. Continuation of engineering effort to the end that postwar requirements may be met by improved Miehle products.



The extent to which we shall be successful in meeting the needs of the graphic arts industry in these trying times is certain to hinge on many factors beyond our control. We are sure that printers will recognize and appreciate this fact and we are both proud and grateful for the splendid spirit of sympathetic understanding which has already been manifested in this regard.

MIEHLE PRINTING PRESS & MFG. CO., Chicago, Illinois

QUADS LEFT

CENTERS

QUADS RIGHT

*at the flip
of a lever!*

Linotype SELF-QUADDER

Setting white space is an automatic operation on Self-Quadder-equipped Linotypes. Flip a lever instead of dropping quads. On centered work, Self-Quadder eliminates hand quadding in the assembling elevator.

Linotype Self-Quadder is carefully designed for trouble-free operation and easy maintenance. For example—the vise jaws come together until they meet the matrices. *Then* pressure is applied for proper lock-up. This first gentle contact protects the matrices and assures precise operation.

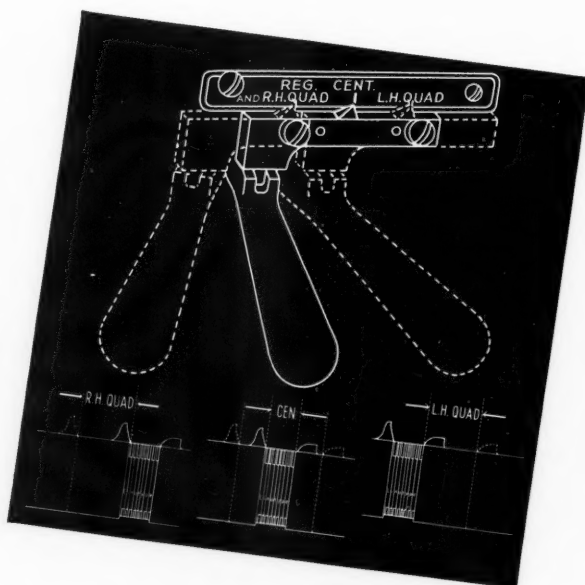
Linotype Self-Quadder offers all the advantages of automatic quadding but at no time interferes with the normal use of the machine. Ask your Linotype representative.

TRADE

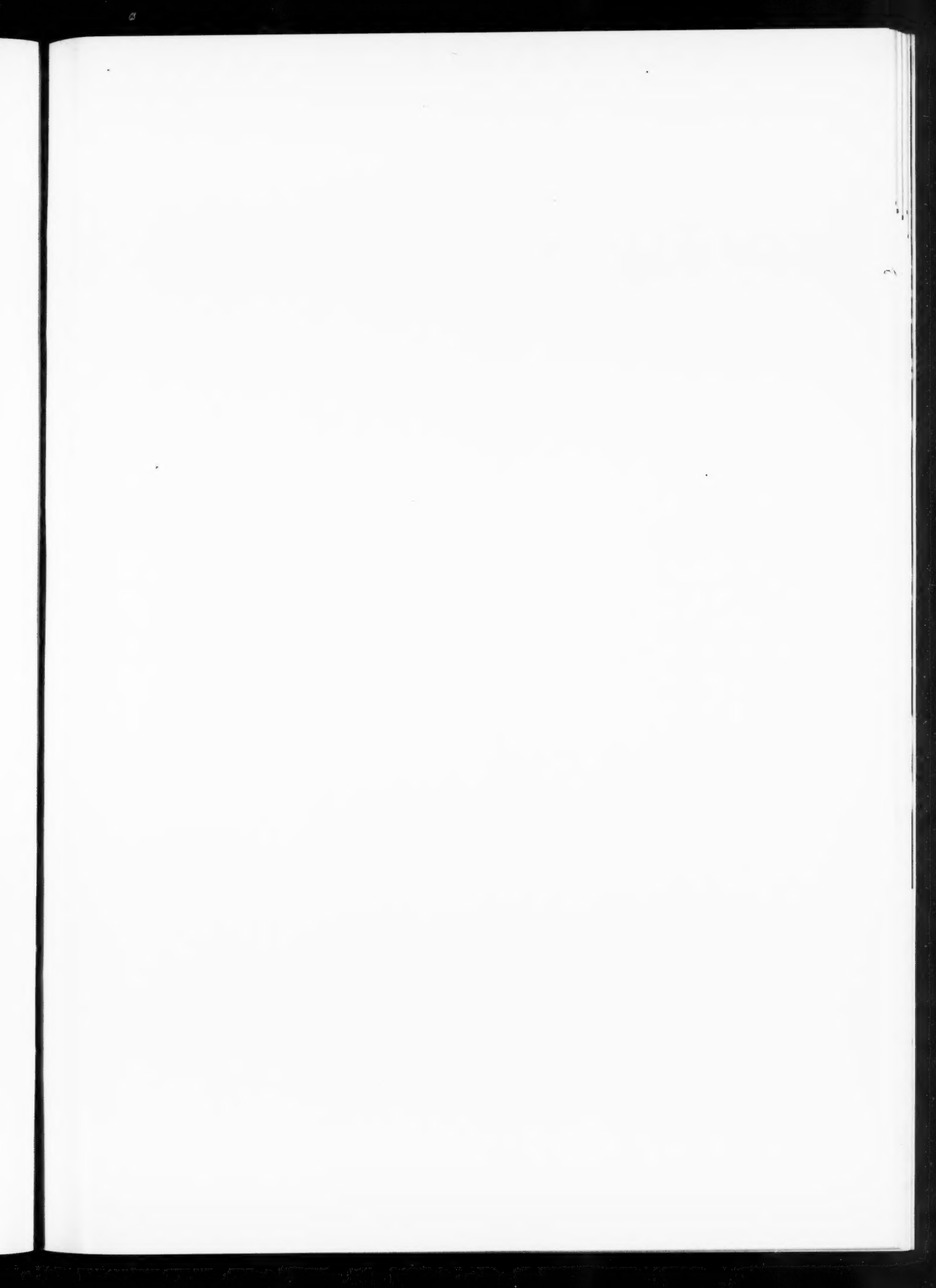
LINOTYPE

MARK

Self-Quadder



4-P-L and Linotype Garamond Bold No. 3



Business Economics

by DAVID GIBSON

MOST business failures are due to economic illiteracy—not dishonesty. This is particularly true of young men and women starting in business for themselves with high hopes and ambitions.

It is due to the lack of a simple course of business economics in the public-school system, which would be no more complex than plain arithmetic.

I am not undertaking to discourage young men or women from going into business for themselves, but they should not do so with the idea that they are going to be their own bosses in the matter of sole proprietorship; for they will soon learn that their customers are their collective bosses and very exacting ones.

Even with a complete mechanical or technical knowledge of a product, I would not advise any person to go into business without a very thorough knowledge of its purely business or fiscal side, except in association with some one who possesses that knowledge.

I had a printer in my employ, a young man, fine mechanic, high-school education, steady as a clock.

He quit his job with me, and with his savings, together with a slender inheritance, purchased a small suburban printing plant—which is known as a "bedroom" shop in the parlance of the industry.

Very recently he came to me saying he had sold this plant; that after a three-months operation he had found his health would not stand it—walking the streets all day selling printing—then doing the actual work at night.

I asked if he had made any profit on the deal.

"No," he replied, "I got just what I paid for it, but I made \$300 profit from the work I did—\$100 a month for three months.

I asked if he had allowed himself any salary for management, or wages for the work he had done.

"No," he said, "I was working for myself—I owned the business."

I tried to explain that he had actually lost money in this venture; that his own time, in the way of wages, was worth just as much to himself and his customers as any outsider he might hire.

Or, that his time, working for himself, was worth just as much as to an outside employer.

I found, in looking up the records, that this man had earned on an average of \$46.20 a week while employed by me—\$184.80 a month—\$554.40 for three months.

In other words, he was out just \$254.40 while in his own employment and out of mine.

Then again, he was out the interest on his investment at existent market rates of money—capital being entitled to wages the same as labor, and no difference whether it is proprietor's capital or that of an outsider.

Here is the case of a perfectly good mechanic, an honest industrious fellow ambitious to improve his position in life, enduring a loss due to absolute economic illiteracy of a very few and very simple business or fiscal principles that not only apply in common to the printing industry, but to all industry.

These principles should be familiar to every young man and woman as they leave high school.

Take the aggregate annual loss due to this classification of ignorance, and it would just about pay the public education bill for a like period.

Every boy and girl, as they enter the junior high school, should have the beginnings of a course of double-entry bookkeeping—not how to keep a set of books, you understand, but its principles—debits and credits—and what they mean.

Such a course should be compulsory—the same as that of the three R's.

We are all economically illiterate until we understand the principles of double-entry bookkeeping and know how to apply them.

This course should extend through senior high-school years—to the principles of manufacturing cost keeping, the percentage system of retail merchandising, and include the definitions of common fiscal terms—overhead, depreciation, obsolescence, and gross and net profit.

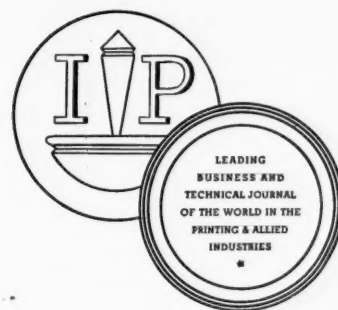
It is as good a way as any to teach arithmetic—"learn by doing."

Any good accountant of a well ordered business, and himself a graduate of a school of accounting, could lay out such a public-school course.

A former instructor of printing in a large manual-training high school tells me that he and another of his fellow instructors, realizing that most of their young students were potential "bedroom" printers, laid out a simple course dealing with the purely business or fiscal side of the printing industry, but that the school authorities were not interested in its use.

School authorities seem to have a political fear of any course or title with the word "economics" attached to it.

True social economy is no more radical or conservative than the multiplication table. It is simple arithmetic, and, which is a natural law, truth.



Survey Marshals New Facts on How Printers Pay Salesmen ★

Four principal methods for compensation are used with "salary-plus" plan holding slight lead among 121 printers.

CONTAINING a wealth of important information to the printing industry, yet attempting only the most obvious conclusions, a survey by the Metropolitan Life Insurance Company on "Compensating Printing Salesmen," throws considerable new light on this ever-controversial subject.

The final survey report, just issued, culminates a long period of fact-finding activity among printers throughout the country undertaken by Metropolitan Life's policyholders service bureau with the full coöperation of the Graphic Arts Trade Association Executives, of Philadelphia, and thirty-two regional, state, and local associations.

Purpose of the survey was three-fold: (1) to discover the types of plans actually in use by the industry; (2) to discover the main characteristics of each plan, and (3) to discover their relative value.

Associations Supply Names

To collect the desired facts, a two-page questionnaire was mailed to selected lists of members supplied by the various associations which promoted the survey by means of bulletins, in meetings, and by personal contact with printers. Replies from 121 printers were received. These are situated in twenty-four states and one Canadian province, and in each of the nine United States census regions, ranging from two printers in the west south-central region to forty-one in the east north-

central region. Printers in forty-six cities and towns, ranging in size from 2,000 to 6,000,000, are represented. Forty-six per cent are in cities of more than 500,000.

Four Plans Are Classified

Immediately evident in the 121 replies was that four types of plans are used, in the main, for paying salesmen. These are:

1. The straight salary plan where salesmen are paid a straight salary and nothing else.

2. The salary-plus plan where salesmen are paid a basic salary plus one or more supplementary bonuses or commissions.

3. The straight commission plan where salesmen are paid a straight commission on sales, billings, collections, gross profits, net profits, or some combination of these.

4. The commission-plus plan where salesmen are paid a basic commission plus one or more supplementary bonuses or commissions.

"Any of these plans may provide for reimbursing the salesman, in whole or in part, for expenses incurred in selling," the survey says. "The commission plans also may provide for drawing accounts. In addition, salesmen under any of the four types may be given the opportunity of earning contest prizes which sometimes are considered as bonuses. While there are only four type groups (none of the companies reported straight point systems or straight bonus plans), considerable

variation is possible by scaling the salaries or commissions, by selecting different commission bases, and by using an array of bonuses or supplementary commissions."

Not all companies use only one plan, however, the survey reveals. When the 121 printers were classified by the four type plans, it was found that ninety-seven or 80.2 per cent had one plan each, but that nineteen or 15.7 per cent had two plans and five or 4.1 per cent had three plans. Thus, the 121 companies used a total of 150 plans for paying their salesmen. How were these 150 plans divided into the four groups?

Thirty Pay Straight Salary

Forty-eight of all the plans were straight salary plans, and of these thirty companies used this one plan alone. Otherwise, the plan was used in combination with some other. Forty-two of the plans were salary-plus plans, and thirty-three companies used no other. Fifty of the plans were straight commission, but only twenty-nine companies used this compensation method to the exclusion of others. The commission-plus plan was used ten times, but only five companies favored sole use of this type.

The table on Page 29 shows just how the 150 salary plans were divided among the 121 companies.

While the straight commission plan is used the most times (fifty), it is followed closely by the straight salary plan (forty-eight) and by the

salary-plus plan (forty-two). It is evident, therefore, that most printers favored paying a straight salary as a basis for compensation, since either straight salaries or salaries-plus were used ninety times against sixty times for straight commission and commission-plus plans. This is one of the most significant findings of the survey.

Ninety-Seven Go Into Detail

The ninety-seven printers who reported using one plan of compensation alone went into some detail about their methods and, therefore, data from them is used in the survey in dealing with the characteristics of the four main plans used. Before proceeding with a separate analysis of the four plans, however, the survey has this to say:

"Many printing executives apparently have neglected to establish definite aims for their compensation plans. One executive, for example, responded, 'In this we have failed.' Another wrote, 'This plan wasn't designed, it just grew.' This lack of planning may furnish a clue to the difficulty some companies have had with their compensation plans."

The first plans analyzed are the straight salary and salary-plus plans, used exclusively by sixty-three printers and used twenty-seven times more by companies employing more than one plan. Printers were asked to define their aims in using these two plans. Most of the answers show a definite similarity of objective between the two plans, and the three aims mentioned most frequently came from both straight salary and salary-plus groups. These three were: (1) to sell above cost, (2) to cover all prospects, and (3) to estimate more carefully. These three aims were mentioned eighteen times by the straight salary firms and twenty-two times by the salary-plus firms, a total of forty mentions out of a total of sixty-one.

Numerous Reasons Are Given

Printers had numerous other reasons for preferring either the straight salary or salary-plus plans of compensation, but most of them were mentioned only once or twice. Straight-salary advocates said that by their method they hoped "to do things for general good of business, sell good credit risks, protect customers' interests by not overcharging, give greater attention to detail,

SURVEY HIGHLIGHTS

- The average salesman in the entire survey sold \$28,000 of printing in 1938 at a cost of 11 per cent of his sales volume. He earned \$2,872 during the year.

- The typical company reporting in the survey is situated in one of the north central states in a city between 250,000 to 500,000, and sold from \$150,000 to \$300,000 of printing in 1938. This consisted largely of direct mail and sales promotional material. The typical company employs four salesmen, not officers of the company and not under contract. These salesmen produced 55 per cent of the total business.

- Incentive types of plans for compensating salesmen, such as salary-plus, straight commission, and commission-plus, predominate over the straight salary type of plan by more than two to one. However, the salary types of plans which are straight salary and salary-plus, predominate over the commission types of plans by the same margin, two to one.

- In salary types of plans, salaries largely are determined by sales volume, profits, and years of service. Salary-plus companies tend to pay higher salaries than straight salary companies. The "plus" feature of the salary-plus plan usually consists of a commission on sales over quota, or a commission on total sales, or one or more of a variety of bonuses.

- In commission types of plans, most companies base commissions on sales volume with almost half the companies paying two or more rates. Commissions usually are settled monthly. Drawing accounts are allowed and paid weekly, with overdraws permitted in most cases.

- Most printers pay some or all of salesmen's expenses.

and to reduce or eliminate disputes over prospects or territories." On the other hand, certain salary-plus firms aimed "to stimulate salesmen's desire to make more money, provide stimulus to get proper volume at fair price, obtain new accounts, give personal attention to customers, get customers to look to company for complete service and forego requesting competitive bids, make salesmen executive minded and get salesmen to work consistently and earnestly."

These being the things hoped for by companies favoring the two salary type plans, the survey goes on to show the actual advantages of these two plans as reported by the

users. A comparison between the aims and advantages thus shows how far the salary type plans actually are fulfilling the hopes of the users.

Three Major Advantages

The three greatest actual advantages of both straight salary and salary-plus, mentioned a total of seventeen times out of forty-two, were "(1) gets salesmen to work more consistently, (2) steady salary eliminates worry over income, (3) gets salesmen to sell above cost." Ten other advantages of straight salary were mentioned once each, these ranging from "serves as stabilizing influence on salesmen throughout year" to "easy accounting." On the salary-plus side, "gets salesmen to obtain higher gross margin" was mentioned three times and "salary affords decent living and commissions and bonuses offer incentive for more productive effort" was mentioned twice. Ten other salary-plus advantages each were mentioned once. Because of the great variety of supplementary commissions and bonuses, the advantages of salary-plus plans are more numerous than those of straight salary plans.

Although there are, of course, disadvantages to both salary types of compensation, it seems that these do not greatly concern their users. Of sixty-three printers using these plans, six report no disadvantages whatever and only twenty-one report specific disadvantages. The outstanding disadvantages are the lack of incentive and the tendency to encourage loafing and these are mentioned only in connection with the straight salary plan. Several printers reported trying to avoid or overcome disadvantages through more careful management and personal supervision.

Fixing Specific Salaries

In the matter of fixing specific salaries, fifty-two straight salary and salary-plus companies list a total of fifteen factors which they use. Three of these factors, however, come in for eighty-two out of ninety-four mentions, and these are (1) sales volume, (2) profits and (3) years of service. Twelve other factors each are mentioned only once.

Thirteen straight salary and nine salary-plus advocates said they revise their salaries annually. Other times or methods of salary revisions were ten in number. Some revise

semi-annually, some quarterly, some "when sales warrant," and some only "when necessary." In some companies individual salaries as well as revisions are determined automatically according to a salary scale.

Regarding salary payments and salary rates, the survey says:

"The usual practice is to pay salaries weekly. Of thirty straight salary companies, eighteen pay salaries weekly, one every other week, two semi-monthly, one pays some salesmen weekly and others monthly. Of twenty-seven salary-plus companies, eighteen pay salaries weekly, five semi-monthly, two monthly, and two pay some salesmen weekly and the others monthly.

"The cooperating firms were asked to state the lowest, highest, and average salaries paid their sales forces in 1938. These rates all were reduced to yearly figures for comparison. The rates reported by forty-nine companies show that the typical company paid its lowest salesman \$1,750, its average salesman \$2,340, and its highest salesman \$3,640."

Supplementary Commissions

Next in the survey comes a review of supplementary bonus and commissions, paid in addition to salaries. Twenty-five companies reported eight methods of payment for such bonuses and commissions as follows: commission on sales over quota, eight firms; commission on total sales, six firms; bonuses, six firms, and commission on total sales plus extra for profit, commission on sales and collections, commission on gross profit, commission on labor and material, and commission (not specified), one firm each.

The survey points out that "supplementary bonuses and commissions are added to the straight salary type of plan to supply the incentive deficiencies inherent in straight salaries. The strength of this incentive feature in the salary-plus type of plan depends on the proportion of

ANNUAL SALES OF SALESMEN IN TYPICAL COMPANY* BY TYPE OF PLAN			
Type of Plan	Lowest Salesman in Typical Firm	Average Salesman in Typical Firm	Highest Salesman in Typical Firm
Straight Salary.....	\$11,000	\$18,000	\$40,000
Salary-Plus.....	20,000	37,800	85,000
Straight Commission.....	8,416	38,000	56,677
Commission-Plus.....	8,000	27,064	74,000
Multiple Plan.....	7,500	28,000	74,000
All Plans.....	\$10,000	\$28,000	\$60,000

* Typical company, as defined by the Metropolitan Life Insurance Company in its survey, means median company, or a company at the exact center of a list of companies arranged in order of size.

ANNUAL EARNINGS OF SALESMEN IN TYPICAL COMPANY* BY TYPE OF PLAN			
Type of Plan	Lowest Salesman in Typical Firm	Average Salesman in Typical Firm	Highest Salesman in Typical Firm
Straight Salary.....	\$1,800	\$2,340	\$3,640
Salary-Plus.....	2,000	3,400	6,100
Straight Commission.....	1,500	3,000	5,000
Commission-Plus.....	2,000	2,400	6,000
Multiple Plan.....	1,200	2,750	5,200
All Plans.....	\$1,600	\$2,872	\$5,000

* Typical company, as defined by the Metropolitan Life Insurance Company in its survey, means median company, or a company at the exact center of a list of companies arranged in order of size.

possible extra earnings to basic salary. For this reason, some executives point out that the extra earnings possible under the plan should amount to a substantial proportion of the salesman's total earnings. The supplementary bonuses and commissions indicate which of the salesmen's activities the company thinks are most important and make it possible to apportion emphasis among the objectives."

Different Rates of Payment

Numerous different methods and rates were used for payments of commissions and bonuses over salaries. Rates vary from 2 to 20 per cent. There are sliding scales, different rates for different salesmen, different rates in city and country, different bases for determining payments. The frequency with which payments are made likewise differs greatly. Mostly, it is every month, but often at longer intervals. Bonuses are paid at various times and for various reasons. Several firms

report bonuses for new accounts and six companies paying supplementary commissions also pay incidental bonuses, as follows: (1) Christmas bonus and two weeks vacation with salary; (2) Christmas bonus, usually one-half a month's salary; (3) yearly bonus on profits when profits warrant (has amounted to 1 per cent of salesman's gross sales); (4) bonus on new accounts; (5) double credit for first six months' sales to any new city account, and (6) monthly prize for best new profit on month's sales.

The survey next proceeds to analyze the straight commission and commission-plus types of compensation plans which were reported by thirty-four of the single-pay-plan printers. Concerning the aims of the companies employing this type of compensation, it is obvious that the greatest concern is to get the salesmen to sell at profitable prices. The aim, "to get salesmen to sell above cost," is mentioned nine times out of twenty-four.

Many Aims Are Accomplished

Actual advantages reported by companies using commission type plans seem to indicate that at least some of them are accomplishing their aims. Certain by-product advantages, such as lower turnover of salesmen, also are being realized by the commission advocates. Twelve companies, however, report one or two disadvantages, of which most

TYPES OF COMPENSATION REPORTED BY 121 PRINTERS								
Type of Plan	Plans Reported by Printers With:							
	One Plan		Two Plans		Three Plans		Total Plans	
	No.	%	No.	%	No.	%	No.	%
Straight Salary.....	30	30.9	14	36.8	4	26.7	48	32.0
Salary-Plus.....	33	34.0	5	13.2	4	26.7	42	28.0
Straight Commission.....	29	29.9	16	42.1	5	33.3	50	33.3
Commission-Plus.....	5	5.2	3	7.9	2	13.3	10	6.7
	97	100.0	38	100.0	15	100.0	150	100.0

prominent is that "salesman concentrates on too few customers."

Out of thirty companies paying commissions only or operating on a commission-plus basis, twenty-four base their payments on sales alone. Others base commissions on sales and profit; labor, material, and profit; gross profit, and gross profit or sales and excess price.

In regard to commission rates where salaries are not paid, the survey goes into detail, and says:

"Commission rates may be scaled according to classes of product, classes of customers, sales volume, selling price, profitability of sales, selling terms, sales territories, *et cetera*. Twelve companies reported scaling their rates as follows: five by sales volume, two by price, one by product, two by separate rates on labor, materials, and profits, one by separate rates on sales and profits, and one by gross profit or sales.

Commission Rates Vary

"Twelve of the twenty-four companies pay a single rate of commission on sales as follows: two pay 7.5 per cent; seven pay 10 per cent, and three did not give rate. The remaining twelve pay more than one rate as follows: five scale by sales volume, two by selling and price, and five did not explain. There is some difference of opinion as to whether the commission rate should be scaled upwards or down as sales volume increases.

"Two companies pay 10 per cent on sales sold at estimated or standard price, but scale the commission downwards if the price is cut. One of these companies does not permit the salesman to estimate price or cut it. The other reduces the 10 per cent commission on standard selling price to 8½ per cent for up to 5 per cent off list, 7½ per cent for 5 to 10 per cent off list, *et cetera*."

Most Pay Drawing Accounts

Thirty-two out of thirty-three straight commission and commission-plus printers pay drawing accounts, mostly on a weekly basis, and these drawing accounts vary from \$520 a year for the lowest man in the lowest firm to \$15,600 a year for the highest man in the highest firm. The average is around \$3,000. Twenty-four out of twenty-eight companies permit overdrawals, but on this subject the survey comments:

"Overdrawals constitute a serious management problem. Most of the

"HOW SHALL I PAY MY SALESMEN?"

● Summing up the many facts included in the Metropolitan Life survey on "Compensating Printing Salesmen," most printers will ask the obvious question, "Which is the best type of plan to use—straight salary, salary-plus, straight commission, or commission-plus?"

The two tables on Page 00, showing annual sales and annual earnings, both favor the salary-plus method of compensation by revealing that this plan, in the main, produced greater sales volume for companies and greater earnings for salesmen. In a section analyzing "cost of salesmen by type of plan used," the survey, however, reveals that the commission-plus method was best. The report says:

"Sales volume, cost, and salesmen's earnings proved insufficient for showing clearly the relative value of each type of plan. There is a need to know net profit produced by each type, which information was not collected. However, the salary-plus seemed to have slight edge on other types, producing somewhat better sales volume for entire sales force, and paying the highest earnings to salesmen, but costing more than commission types although less than straight salary. Commission types rank next, but it is not clear whether straight commission or commission-plus is better. Straight salary type is definitely last; it produces the lowest volume, costs more than any other, and pays salesmen the least."

This is significant to all printers:

"The analysis of the 121 questionnaire-replies indicates a need for a better understanding of the principles

of compensating salesmen and for a more thorough planning of the specific compensation plan.

"Lack of planning was particularly evident in the replies to the question on the aims of the plan used. Perhaps there has been too close a following of tradition and not enough examination of requirements of present-day conditions.

"The development of standards by which compensation plans could be measured probably would be a worthwhile undertaking. There also seems to be a need for more information on the management of salesmen. This includes such problems as selection, training, assigning work loads, coaching, controlling, and keeping the salesmen's activities adjusted to changing conditions.

"The typical printing company is under the handicap of having a small sales force (four salesmen) and hence limited facilities and resources for sales management research activities. This probably is a problem best handled by joint action.

"Successful use of salesmen for selling printing and other graphic arts services and products depends primarily on proper selection, training, equipping, compensation, stimulation, and management. This success also is influenced by the company's line of services and products, its use of research to improve its line and methods, the use of market research and sales analysis, and related factors. If any of these factors is neglected, it affects the total result. Our survey, of course, was made to examine only one of these factors—the practices in compensating salesmen."

Copies of the survey report may be obtained by writing the Policyholders Service Bureau, Metropolitan Life Insurance Company, New York City.

companies permit overdrawals. The drawing account, of course, is a temporary loan against commissions to be earned. It should be set lower than probable future earnings and should be repaid by the salesman at the regular time of settling his commission account. To keep this relation fresh in the salesman's mind, accounts should be settled frequently. A number of the companies reported attempts to regulate or control overdrawals. The methods include (1) reducing the drawing account, (2) deducting a percentage of the overdrawal at each settlement, (3) carrying overdrawals forward until liquidated by commission earnings, and (4) writing off part or all of the withdrawals."

The survey finds that the straight commission and commission-plus

firms settle commissions like this: weekly by two firms, monthly by ten firms, quarterly by four, semi-annually by one, and yearly by five. Supplementary bonuses and commissions reported by the five commission-plus printers fall into three classes: (1) bonuses designed to get salesmen to sell at or above the estimated or standard selling price, (2) bonuses to increase sales volume, and (3) bonuses to accomplish various things through a point system.

Nineteen companies reporting use two plans for compensating salesmen and five companies use three plans, but since none of the twenty-four companies gave separate reports for each type of plan used, it is not possible to compare the plans used within the same company. In using more than one plan, eighteen firms

gave a variety of objectives, such as "selling above cost, increasing sales, covering all prospects, selling at a profit, and estimating more carefully." The greatest advantage reported by multiple-plan firms was "gets salesmen to work more consistently" and the greatest disadvantage, "causes salesmen to concentrate on too few customers."

Seven combinations of plans were reported. The salary and commission method was mentioned twelve times, and the salary-plus and commission plan, four times. The multiple-plan companies used about the same systems for each individual plan as the companies using only one plan.

Expenses Also Are Paid

Most companies, the survey reveals, pay some or all of their salesmen's expenses, this being true for all plans reported. A few companies reported setting the salaries or commission rates high enough to cover the expenses and hence make unnecessary special expense accounts. About expenses, the survey says:

"Companies reporting the information were about equally divided between those paying actual expenses and those granting flat expense allowances. In addition to city carfare and the usual traveling expenses, twelve companies reported allowing entertainment expenses, one pays club dues, and several mentioned extraordinary or special expenses. Of the ninety-two companies paying salesmen's expenses, fifty-four reported paying automobile expenses, and seven said they did not."

Few Printers Like Contests

Reporting printers, judging from the survey, do not think so much of contests as a means of supplementing other sales incentives. Only nineteen use contests, while sixty do not, and even those holding contests use them only occasionally.

Thirty-eight companies reported providing training for their salesmen, and thirteen companies said they did not provide training. Where training was employed it covered a knowledge of paper, production processes, stock room procedure, office procedure, sales correspondence, statistics, advertising (by firm selling mostly direct-mail material), estimating, sales technique and salesmanship, and planning. For new men, training consists mostly of "on the job training."

**FORREST
RUNDELL**

THE SALESMAN'S CORNER

"CALL Jack Monselt and see if he can give us an idea," said the president of the agency.

Five of us sat around that agency conference table; president, account executive, art director, production man, and printer, working up an idea for a large edition of low cost booklets. The cover needed dressing up to make it an attention getter but none of us could think of an idea that did not require the use of a second color.

"Idea Salesman" Best Solution

To the president there seemed to be just one solution, to call Jack Monselt, an engraving salesman with a reputation as a source of ideas. And sure enough Jack did come to our rescue with an idea that was both interesting and workable and that could be applied to our own particular booklet.

Now if this were fiction, that idea would have landed a juicy order for all of us. But this is not fiction, it is factual reporting. And candor compels the admission that in spite of Jack's noble response to our S.O.S. we all were sunk. His idea was good, the writer subsequently sold it to a chain of banks, but the agency could not get the client to okay the booklet itself at that time.

Always Gets Chance at Order

But the point is that there is a lesson for printing salesmen in the job of selling that Jack had done on the agency. At this agency, as at many others, he is called in whenever an engraving problem arises. He may not get the order but he at least gets a chance at it. And since there is nothing about Jack's selling methods that cannot be copied by printers, it should pay us to study

briefly some of the reasons that he is in such demand.

First: He knows his stuff—two ways. He knows it from the production angle and he knows it from the angle of the customer's best interests in every respect.

Second: He specializes in selling ideas. He believes that, just as genius is made up of a maximum of perspiration and a minimum of inspiration, good customer relations are made up of a maximum of helping the customer with his problems and a minimum of calling in search of actual "on-the-spot" orders.

Persistent Personal Advertiser

Third: He is an adept personal advertiser. He gets around among trade associations and Graphic Arts Club meetings and he talks ideas whenever he has a chance.

Fourth: He goes out of his way to help printers and agencies with their problems, even when no order is in sight.

There is no reason why we printing salesmen should not try out this selling plan. We, too, should learn to know our stuff from the shop angle. And we should find out how to fit our knowledge into the customer's needs.

Second, our customer's needs may take many different forms. Not all need creative ideas. But even if we are not trained advertising men we certainly should be able to offer the customer a plan to make his printing dollar go further.

It Pays to "Get Around"

Third, it pays us, also, to get around and meet buyers outside their offices whenever possible.

Fourth, personnel changes rapidly in production departments. The assistant that we help today may be the boss himself two years from now. And he may then show his gratitude for the help we gave him when he needed it.

But, whatever method we use we should keep one aim before us—to convince every buyer we know that it is to his interest to call us whenever he has a printing problem. We repeat—sound ideas that can be applied to the buyer's own business are one of the best ways of so convincing him.

LOOKING BACK TO THE NRA . . .

A WARNING!

. . . and a job for our industry

AN EDITORIAL

THE CYLINDER PRESS EPISODE of code days, the fantastic events of which were never reported because NRA censorship prevented it, has acquired a new significance—this time as a warning to printers.

It will be recalled that the Graphic Arts Code included a graduated scale of minimum wages for Cylinder Pressmen, Cylinder Feeders, and other generally recognized classifications. Every printer knew then—and knows now—what a cylinder press is; what a cylinder pressman is; what a cylinder feeder is. The language, written by printers, was definitely and uniformly understood by printers and clearly stated exactly what printers intended it to say. And yet—by biased and capricious interpretation it was made to mean something else.

Although the National Code Authority and NRA headquarters were both located in Washington, the first intimation of this subversive interpretation to reach the Authority came from a Regional Code Administrator in a distant city.

This Regional Administrator told how a printer had been summoned before his State NRA Labor Compliance Officer and ordered to make "restitution" to employes operating small automatic high-speed presses to pay them at the rate for cylinder pressmen—or 82 cents an hour, minimum.

Attached to the Administrator's report to the Authority was a copy of a memorandum from NRA in Washington to the NRA office in the city affected. The "hook" appeared in one paragraph of that memorandum, which read:

"The wage rates for pressmen, cylinder and sheet-fed rotary pressmen—is 60 cents in cities of less than 25,000 and 82 cents in cities of more than 25,000. There is no distinction made as to size of presses and the only requirements is that the cylinder be part of the machine."

Elsewhere in that memorandum the new definition imposed by NRA was more specifically stated to be "a cylinder press is any press with a cylinder"! Simple. Logical, perhaps. But—it served an ulterior purpose. And when considered in conjunction with other definitions, rulings, and interpretations, this made it appear

that a Mimeograph, a "vertical," perhaps even a typewriter—would be a cylinder press.

Why bring the cylinder press episode out of hiding now? Well, in the light of the foregoing, consider these things. In code days, employing printers were promised a partnership between industry and government—self-government of industry. And yet, without the knowledge of the Code Authority, and in violation of long-established practices in the industry, the NRA undertook to impose by shrewd and designing interpretation an arbitrary wage increase not justified economically.

There were then—there are now—shrewd and designing individuals in business, in labor, in government. When shrewd and designing men in the city involved prevailed upon shrewd and designing men to use their positions in NRA to issue these interpretations and rulings, the threat to employing printers became real—and serious.

Against the advice of the Regional Code Administrator acting under instructions from the National Code Authority, the victimized printer paid the demanded "restitution." No "restitution" was ever made to him of the money he was thus coerced into paying.

In behalf of the printers of the country, the National Code Authority was vigorously resisting this arbitrary and bureaucratic ruling when the Supreme Court made the contest a draw by declaring NIRA unconstitutional.

Again industry faces a situation in which it is compelled to work with Government—a situation in which Government is increasingly exercising controls over business. In code days business had to deal only with NRA—and that on a partnership basis. Now there are OEM, OPM, SPAB, OPA, FTC, NLRB, and others. Recovery was the magic word then; now it is Defense.

The place of the printing industry in the present set-up has been characterized by an astute observer familiar with the Washington scene—and what goes on behind the scenes—as "in the farthest-back-bedroom in the house of pulp and paper." If true, then it is pertinent to inquire if the leaders in the printing industry are not leading—or if there is a dearth of coöperation from the members of the industry in support of leadership.

Foot Work Plus Head Work Equals Better Selling by Printer ★ Act of Contacting

a prospect may transform his difficulty into your sales opportunity • By J. ARCHER KISS

THERE is probably not another business than printing that has within its own four walls all the essentials for its own promotion. A tailor may be the best dressed man in his block but he cannot "sample" his work. I never did stop to notice how barbers cut their hair or whether it is a good job. Neither of these means a thing to the prospect. But a printer—ah, well—there you have another thing.

Waste stock cut from a customer's job may provide the paper. The press is already inked and there must be a spare moment now and then to set a piece of advertising for "the house." As a matter of fact, what's to stop you from running your job on an over-size sheet with a customer's work and cutting yours off afterwards. It might even give the customer a "break" on fitting his job to the stock size.

So you have your stock practically for nothing, your presswork free. The paper manufacturers supply you with good ideas and your business paper is bursting with more.

But when the job is done and you smile that great grin of satisfaction as you look at the stacks of direct-mail pieces or blotters or telephone pads—what are you going to do with them? Maybe you planned to have your delivery boy leave some blotters on the desks of customers. Fine! Except that you are already getting business there—that's why your boy is making the call. How about getting down to the study of mailing lists? After all, you have a problem to be solved, too.

Just who are the buyers of printing in your town? Where are they located? What do they expect of a printer? Why haven't you been getting some business from them? These simple questions DO have answers. And you, my friend, can get those answers if you try.

Who are the buyers of printing? Obviously the large manufacturing plants use both office forms and direct mail. But you'll find every

printer after that business. You can't get it by mail. Chances are you can't even get the first inquiry by mail. There is still no substitute for foot work in selling. Get acquainted with these buyers. They are worth some missionary work. Don't go after their business to start with. Just walk in intending to show them what you've been doing in town. Show your work with justifiable pride and when you have done that leave with a friendly greeting.

What's that, no order? No, no order. The best customers are never sold on spot calls.

When you can hear a pin drop in the composing room, what better could one do than spend a couple of hours meeting the men who control the big printing orders in your town? There'll be other calls and they will remember you when they get your direct-mail folders—your blotters—IF they see you first. Abraham Lincoln said, "If you want to sell a man something, first make him a friend."

Since printing is so universally used, every name in your classified telephone book is a buyer of print-

ing. The question as to where buyers are located has a geographical answer. Most cities have manufacturing districts. A salesman calling in that area could wisely take down the names and addresses of likely looking factories. Even delivery boys are often instructed to keep their eyes open for such prospects, get names from building directories and watch them for changes.

Many Chambers of Commerce issue lists of new companies. Real estate organizations have such data available through rentals. A new factory building means a new prospect. You can find out who he is long before he moves in and start "working" on him ahead of the other fellow. I would sincerely recommend that you begin such a campaign with direct-to-the-point, brisk letters; and, of course, that your letterhead do its proper share of selling.

I have seen printers pass excellent prospects on their way home and never pay the slightest attention to them. A printer who has a good customer list can always circularize that list for names of friends of the customers. Such tips are invaluable since you can make the call on the new prospect as a recommended friend.

One printer told me that 80 per cent of his salesmen's time was lost waiting to see customers. You can reduce this time by familiarizing the customer with what you have to offer through the mail before the salesman calls—after his call, too.

One printer prepared a most elaborate presentation book with samples mounted on velour mats. He was not afraid to telephone a prospect and ask for an interview to show him this book of "ideas." It was not an ordinary selling call—it became a presentation and the customer was not disappointed for he saw something rich, beautiful, and inspiring. True, such a book costs money—but most of it is time and ultimately it saves so much time that it becomes a good investment.

Many Thanks

New York City

Gentlemen:

Just received the electros and the latest copy (September) of THE INLAND PRINTER.

We think your idea for the new series is swell and are writing to make sure that you reserve this series for us. In fact, we want you to consider this a standing order for any of your "Selling Aids" that you get out.

Cordially yours,

WARDLEY PRINTING CORPORATION

Percy Pinsker, President

Thanks for the applause! This new series of blotters is worth a lot of it. Every user benefits. See page 50

What buyers expect from printers is easily determined by an interview. Any salesman who has sufficient confidence in his own house will not be afraid to invite the most critical attitude on a customer's part. Such questions as these will bring out the most valuable facts—"Have you ever received a printing job that disappointed you? Have you ever been able to get exactly what you expected of a printing piece? Do you have any standards for quality of impression that you have not had satisfied?" Every buyer is seeking for perfection and his criticisms will open the way for your entrance with superior work. When you have helped him overcome his problems, you will never need to sell him again. The account is yours. Price selling will never do that for you.

And now the last question—Why haven't you been getting their business? When you begin to look around you for prospects you'll also discover that much of the available business is not yours because you never approached the prospect. Here are some reasons why business is lost or never secured:

1. Failure to make a single call on the prospect because "he's tied up with so-and-so."

2. Failure to continue to sell again and again because the prospect said he was satisfied with present connections. Circumstances change faster than you think and when the time comes for a new printer only the man who has kept on selling will line up for the account. It may be a long shot, but the longer it takes to get in the longer you will have the customer.

3. Failure to sell anything but printing. Buyers can be sold "IDEAS." Every printing buyer has a world of troubles. If printing will help him solve his problems, show him HOW. Don't just talk about it—actually find out how you can help him and prove it. The business man doesn't exist who will refuse to listen to an intelligent presentation dealing specifically with his immediate problems. This calls for thinking, planning, and study. It will bring in the most difficult accounts. It will take business away from less interested printers.

4. Interest in "price" printing only. There is nothing more disgusting to a printing buyer than to place a job with the lowest bidder and have

the printer justify the poor quality because of the low price. Buyers look at prices as honestly comparative and learn to develop a deep hatred for the deceit of chiseling on quality to make up for a too low quotation.

5. "Bedtime stories" on delivery dates. I can't think of a single buyer of printing who would not rather have an out-and-out honest summary of the facts in the case regarding delivery than to be "kidded" along from day to day until the job is finally delivered. When the job runs into trouble, be honest enough to tell the buyer the absolute truth. His good will is the insurance of future business and his good will is lost in the melee of broken promises.

Since every printing job is custom-made it offers a printer the greatest opportunity for idea promotion. Even the most experienced advertising man can be hopelessly lost in the confusion of paper buying, printing practices, and shop routine, on occasion. The wise printer always figures some way in which he can make a suggestion or two on every job—not something critical of the man who prepared the job—but some way in which the work can be arranged to better printing advantage or for a price benefit.

Since it is the basic desire of every man to be important, the printer should make each customer feel as though he is the most important customer he has. You can do this by little courtesies such as holding a boy later for a copy pick-up when necessary, and doing it with a smile. By absorbing minor changes when

the buyer finds himself in a spot on account of excess change costs.

Often a simple and inexpensive printing job done for the buyer wins his good will. The pads for notes which carry the title—"From the desk of " are a flattering appeal to a man's sense of importance and psychologically correct. Here again cut-off stock and gang printing will enable you to get your own promotional work done at little cost.

I don't believe there is a single printing buyer who is sold so definitely on one printer that he could not be called a "prospect" nor is any account so definitely fixed that you can afford to risk its loss. The sales problem for the printer is not alone finding where the prospect is but also finding what he needs and what he wants.

When you discover what is bothering any man and come along with a solution, he is not going to care if you make a profit on the solution—he'll welcome you gladly. It is an old selling axiom that you can sell anything if you will only make the object of your sale appear to benefit the man to whom you wish to sell it. That is real selling—not just taking orders. It calls for skill, serious thought, research—digging into the other fellow's difficulties.

When you wrap up the job you'll find a satisfied customer if it contains more than paper, more than composition, more than presswork—if it contains an idea, a helping hand, a word of counsel—things which you know so well and which the buyer will appreciate if you make them part of every sale.

For COMPANY Defense

RICHARD P. DODDS, advertising manager of the Truscon Steel Company, and president of the National Industrial Advertisers Association, provides printers with some real sales ammunition when he summarizes these seven points for the benefit of manufacturers:

- ★ Conduct research into the success fundamentals for stepping up the sales power of direct mail campaigns.
- ★ Protect brand names; keep them in the minds of people whom the firm must look to later.
- ★ Don't ignore long established connections; tell them the facts about failure to do business as usual. *Tell them something.*
- ★ Modernize the catalog. Lack of time in normal times is the chief reason why so many catalogs of 1941 look like catalogs of 1921. Now, advertising managers can take time to cast critical eyes on the catalogs; to redesign them; to bring them up to date; to give them new selling life.
- ★ Keep distributors, dealers, and customers informed about products, product applications, reasons for price changes, delayed deliveries, priorities that stop or sharply curtail regular business procedure.
- ★ Revise badly neglected sales manuals. Develop data into more practical, usable forms as a defense measure against the future, when salesmen will again have to know all the answers. Investigate competitive products and prepare manuals that really help the salesman.
- ★ Study comparative merits of various conventions where the company exhibits, as a guide in future selection of those which offer most profitable possibilities.

Well planned printing is a necessary adjunct to every one of these steps. A complete printing service can, therefore, offer you valuable help in developing your program of company defense.

Trade Compositors Exchange Ideas at Convention in Canada ★ Mayor Fred J. Conboy, of

Toronto, sounds keynote of international coöperative movements • Ed. T. Cooper reëlected

PRINTING under the stress of war conditions was the major theme of the discussions at the twenty-second annual convention of the International Trade Composition Association at the Royal York Hotel, Toronto, September 25, 26, 27. The proceedings were led by Ed. T. Cooper, Toronto, who was reëlected president of the association to serve another year.

Business got underway Thursday evening at a preliminary session when the early arrivals from other cities joined members in a round-table discussion on current plant problems.

The Reverend C. H. Dickinson, manager of The Ryerson Press and president of the Toronto Graphic Arts Association, opened the meeting proper with an invocation Friday morning. Mayor Fred J. Conboy, of Toronto, welcomed the visitors to the city and thanked the United States members in particular for coming to Toronto. He remarked that Canada and the United States were associated in a cause to preserve freedom and security and that the happy relations between the two countries had been greatly promoted by international gatherings such as the one he was addressing. He said progress of society rested on two foundations—one was research and the other dissemination of knowledge obtained through research. He averred that it was the forte of the printed word to do just this thing, and thus the Trade Composition Association members were doing one of the great and important things for the progress of mankind.

Frank M. Sherman, of Philadelphia, advertising director of Lanston Monotype Machine Company, in responding, said the trade compositors from the other side of the border felt as much at home in Toronto as in any city in the United States.

Printing as a vital industry under emergency conditions was discussed by Harry L. Gage, vice-president of the Mergenthaler Linotype Com-

pany, Brooklyn, New York. He said the scramble for priorities at Washington had emphasized the great need for coöperative action in the graphic arts industry. He expressed the opinion that because of the emergency new type designs are bound to grow fewer and fewer. He complimented the trade compositors upon their new code of ethics which



Ed. T. Cooper, reëlected as president of the International Association at convention

embodied a clause dedicating the association to the education of its young workmen.

* * *

At Friday afternoon's session, Howard N. King, typographic director of The Maple Press, York, Pennsylvania, and typographic counselor to the Intertype Corporation, demonstrated with an extensive showing of examples, "Typography That Sells Merchandise." He indicated that the public's demand for change was manifested in the growing use of color, new designs in architecture,

house and office furnishings, as well as wearing apparel, and that it must needs extend to the printing field. He suggested that typography must reflect the speed motive of the day if it wants to be up-to-the-minute in style. Then he exhibited specimens of advertising and other printing of the "Gay Nineties," contrasting them with specimens used in succeeding decades down to the present year to illustrate his idea.

Ernest F. Trotter, managing editor of *Printing*, New York City, who claimed Toronto as his home some thirty years ago, told the trade compositors that printers must work together more than ever before because of Governmental activities and measures. Referring to new technical trends he said photo-typesetting had not yet advanced to the practical stage, although a number of photo-lettering machines were in use and improvements were worth following. A new development, also worth watching, was the typewriter style of typesetter. Other trends in the experimental stage, mentioned briefly by Mr. Trotter, are a shorter length of type; printing without paper touching type, through electrical transmission of ink and economic use of color by using extra plates, thus saving time and expense. In closing his talk he advised the trade compositors to take their proofreading responsibilities more seriously. Too often this routine was haphazard and when errors occurred in customers' proofs a bad impression resulted, he suggested; clean proofs, on the other hand, won good will and more business.

Some current aspects of labor relationship and Government measures in Canada were explained to the trade compositors by H. W. Macdonnell, legal secretary of the Canadian Manufacturers Association. He explained how Canada was endeavoring to avoid inflation by the Government's advising employers to increase wages in accordance with the increase in the cost of living. The

basis was 25 cents a week for each point when the cost of living had risen five points. He mentioned that the joint standing committee of the Toronto Graphic Arts Association and the Master Printers and Bookbinders Association, agreed to offer a cost-of-living bonus to pressmen, bookbinders, and compositors—5 per cent of wages with a maximum of \$1.25 a week a person, following the recommendation of the Dominion Government. This plan he said became effective on July 1, last.

* * *

Ben C. Pittsford started Saturday morning's session with a demonstration of the effective advertising campaign developed and used by the Chicago Typographers Association. According to his observations, trade typesetters are not as consistent advertisers as they should be. He advised regularity in issuing mailing pieces and suggested that a half-dozen pieces distributed once each month—if only a card—is more effective in pulling power than a splurge once every six months.

The plans of the International's advertising committee for 1942 were introduced by Arthur J. Meyer, of Philadelphia, then exhibited and discussed by Frank M. Sherman.

Mr. Sherman said that for fifteen years the I.T.C.A. has adhered to the original policy of making its advertising institutional in character, to cover the broader field of trade typesetting service, having spent about \$25,000 for such advertising. He announced that the 1942 campaign schedule calls for three booklets and eight mailing cards, and he exhibited layouts and copy for the proposed campaign. Members of the I.T.C.A. may obtain quantities of these pieces for mailing purposes at regular monthly periods during the next year, commencing with January. He stated that after the plates for the various pieces had been used in the United States they would be sent to Canada for printing to fill the orders of Canadian members.

* * *

The report of the nominating committee on Saturday morning resulted in the reelection of Ed. T. Cooper, of Toronto, as president; S. W. Sears, of Minneapolis, was elected vice-president; John W. Shields, of Bridgeport, Connecticut, was re-elected treasurer; and W. E. Lickfield, executive secretary.

Reports of officers and committee chairmen indicated that the affairs of the association are in good shape and that the membership roll has been slightly increased. Losses had been more than made up by the addition of new members, the total being 165, 26 of whom are associate members. A membership increase will be sought during the ensuing year and it was suggested that each old member should bring in a new one. The potential membership is 500, it was stated.

A new code of ethics for the trade composition industry received unanimous endorsement. This code contains eighteen propositions under headings: "Concerning Ourselves," "Concerning Others," and "Concerning Our Workmen." Arbitration as a means of settling disputes of any kind is advised; the making of fair profits is regarded as a just reward for service rendered and the training of apprentices is urged as necessary for the welfare of the industry.

A vote of thanks was tendered the Toronto committee, headed by George S. Brown, for its part in making the convention the fine success it turned out to be.

Sorry!

... being a message from the manufacturer, poor fellow, composed by an author whose name remains unknown.

*Keep your temper, gentle sir,
Writes the manufacturer;
Though your goods are overdue,
For a month or maybe two.*

*We can't help it, please don't
swear,
Labor's scarce and pulp is rare,
Can't get paper or supplies,
These are facts, we tell no lies.*

*Johnny's drafted, so is Bill,
All our work is now uphill;
So your order, we're afraid,
May be quite a bit delayed.*

*Still you'll get it, don't be vexed,
Maybe this month, maybe next.
Keep on hoping, don't say die,
We'll fill your order bye and bye.*

The Baldwin Paper Company, of New York City, recently printed and distributed several thousand copies of this rhyme, and they attracted considerable attention—mostly, perhaps, from other manufacturers who know just what it is, these days, to say, "I'm sorry, too."

CAN PRINTERS AFFORD TO INVITE PRESS WORKUPS?

• IN PROBING for the causes of costly workups and pull-outs, never allowed for in the estimate on the cost of the job, consideration should be given to the causes of faulty justification that often escape unnoticed.

One of these may be the variation in yield, under compression of the quoins, of the various materials in the form such as wood, foundry type, composing-machine metal, iron, steel, brass rule, and so on.

Wood, yielding most, requires more shimming with spacing material, even when the page or form on the galley is justified according to measurement by a rule, if the wood base is surrounded by metal units. Due to its shrinking, swelling, and warping under atmospheric changes, wood varies in dimensions from time to time, and justification around it should be checked before going to press. Wood seldom remains justified long at a time.

That composing-machine metal yields more than foundry type can easily be verified, and the necessary shimming to offset the difference in give should be provided. Leaded matter yields more than solid because lead is softer than type.

For a convincing illustration of the need of shimming, flank a 60-em six-point brass column rule on both sides with columns of type, both 60 ems long. It will be found that to obtain a secure lockup from the foot without bowing the column rule, it will be necessary to shim the two columns of type or, in other words, make them overlength or oversize.

From long experience a compositor can gauge the necessary shimming and insert it on the galley, but only approximately because adjacent contents of other galleys in the assembled form may make further shimming necessary at lockup.

It may be surmised that secure lockup against workups and pull-outs cannot be obtained by following a few simple rules as to procedure and choice of lockup material, even the most modern, but is another undertaking largely dependent for success upon the human element, always variable in character.

This unknown quantity of yield in units of a form, which cannot be predetermined exactly until the form is assembled and is then locked up,

emphasizes that assembly line speed from accurate interchangeable parts possible in some industries remains as yet a goal far from attainment in the printing industry.

The way around is to use plates and duplicate plates. In the trend to rotary presses one pleasant prospect is freedom from the heavy loss incurred in flat-bed printing from workups and pull-outs which cannot be calculated and allowed for in the estimate.

After five hundred years, commercial printing, with the exception of certain specialties, remains full of pitfalls because each job is custom-built or made-to-order. Economies in production common in industries born since the turn of the present century, which utilize precision tools and methods, are precluded, and printing worries along with make-shifts and rule-of-thumb methods which are a severe handicap and are becoming increasingly so with the passage of time.

To a considerable extent, magazine and newspaper production has been standardized. Since this appears impossible in commercial printing, eternal vigilance must remain the slogan to escape the pitfalls such as workups and pull-outs.

★ ★

Postage Saving Limited

Eight "Hints to Busy Mailers," coming from the National Council of Business Mail Users and published in the August issue of *THE INLAND PRINTER*, set forth as Hint No. 1 that "it costs only one cent an ounce for first-class mail delivery to people who call at the post office for their own mail."

It appears, however, that this statement is in error, as we are advised by Thomas L. Mooney, New York City representative of The Livingston Press, of Livingston, New York. Since the Livingston shop is situated in a town without carrier service, Mr. Mooney sought to take advantage of what would be an important saving. However, he was advised by New York City postal authorities that the ruling "applies only to mail dropped in at the post office where the mail is to be called for."

We are grateful to Mr. Mooney for calling this to our attention and hasten to pass along the information to other readers who may have been misguided in the same manner.

Short Cuts and Pointers in Motor Care • Proper Maintenance Essential If

Full Value of Investment is Realized • By ERNEST W. FAIR

No matter how much care and precaution may be taken in the selection of the right motor for the job all will be wasted unless it not only is properly installed but operated along rigid standards and receives the proper care during the long tenure of its operation.

The increasing development of new machinery for use in the printing industry, powered by electric motors, from the small motors on hand machines to power motors on heavy machinery, means attention to these motors if the full value of the investment in the equipment is to be realized. Strict maintenance standards are necessary.

Often we find uses for motors on machinery and equipment not using them previously and many print shops have developed equipment of their own to which electric motors are attached for power. The location of the motor always should be studied with care. It should be protected from moisture, steam, dripping pipes, oil, acid, alkali, and any form of gas. It should be protected from dust, be well ventilated and accessible for cleaning and inspection. Any foreign materials entering motor armatures will ruin them. While the motor is running it is advisable to blow some smoke toward it and note how the smoke is forced through the motor by its ventilator. Foreign materials can as easily be drawn into the motor if they fall into the path of this draft.

Motors intended for floor, wall, and ceiling mounting generally have end shields or bearing housings which can be turned through 90 to 180 degrees. The end shields or bearing housings should be turned around the corresponding angle and the connections properly rearranged. Care should be exercised to see that the surfaces of joints are clean; otherwise alignment may be so affected as to heat the bearings. The air gap should be checked to see that it is uniform all around after the end shields have been bolted into place.

Motors should be lined on their foundations so that driving and

driven shafts are parallel. Pulleys must be in line so that the belt will run true. Driving pinions and gears must mesh accurately. Full assurance that pulleys are properly aligned can be obtained by temporarily installing the belt and running the pulleys by hand.

Geared machines must be accurately aligned and rigidly fastened to a common base, as an error of a few thousandths of an inch will produce serious vibrations which ultimately will break the shaft or wreck the machine. When gears are meshing properly it should be possible to pull a thin piece of paper from beneath the teeth without tearing.

The life and successful operation of electric motors depend on two things, their proper installation and proper maintenance. Electric motors generally require less care than any other type of power apparatus, but neglect of fundamental requirements of their maintenance will ferment serious troubles, resulting in loss of equipment and hampering of production schedules.

The particular stresses and strains that machinery used in the printing industry exerts upon motors make a systematic inspection at least once a week advisable.

Cleanliness is of great importance. Freedom from water, oil, dirt, grease, or foreign materials, inside and out, is insurance of efficient operation. It always is advisable to have a periodic removal of the motor or armature. Some mechanics use compressed air in cleaning which is not advisable, as the air will drive foreign materials into the windings of the armature and cause breakdowns. During inspection, bearings should not be removed from shafts unless absolutely necessary. Removal tends to impair their fit.

The safest procedure in cleaning is to treat the motor as you would any high-grade piece of machinery. The proper amount of oil should always be in the oil wells. Excess oil will run down onto coils and soak their insulation, dirt and dust will then fill up the spaces between the

oil-soaked coils and air circulation will be shut off. Overheating and destruction of the armature will result. Bearing life is affected by lubrication, belt tension, and shaft alignments. Adequate lubrication, proper belt tension, and accurate alignment will reduce excessive wear and tear on motor bearings.

Hot bearing troubles generally can be traced to oil that is too heavy or too thin, dirt and grit in the oil, too tight belts, gears meshing too tightly, pulley hubs rubbing against bearings, the motor not being properly aligned causing the armature shaft shoulder to pull against one bearing, springing the shaft.

If the armature is striking the iron of the field, it is a sure indication that bearings are worn and should be replaced. A heavy rumbling sound at the time of starting usually indicates a bearing that is badly worn although the armature does not quite touch the field.

Attention should be given to lubrication. Oil wells should be filled with petroleum oil sometimes specified as high-grade dynamo oil. Animal or vegetable oils or admixtures of them with petroleum oil will dry and gum and thus prevent the free flow of oil to the bearings. Oiling should be done through the oil filler or overflow gage while the motor is at a standstill. Wells should be filled to within one-sixteenth inch of the top of the overflow gage.

Ball or roller bearing motors usually are shipped with sufficient grease in the bearings to last for a limited period. The bearing-housings should be almost one-half full of a good quality neutral bearing grease, added when necessary to bring the level to this point. Old grease should be entirely removed and replaced with fresh once yearly.

Brushes should move almost freely in their holders and at the same time make firm even contact with the commutator. If they stick in the holders it is usually due to an accumulation of dirt and oil. Brushes all should be the same length. When replacing, brushes should be fitted by means of fine sandpaper folded around the commutator with the rotor being revolved by hand in the desired direction to obtain proper fit.

The position of brushes should not be shifted unless it is known that their positions are incorrect or

to change the direction of rotation or mounting. On motors with commutating poles the position of the brushes is fixed on the neutral point at the factory. This position should not be shifted except to make changes or for compounding or parallel operation.

Pigtails or flexible copper conductors should be firmly fastened in place in order to carry the full current from the brush to the holder. A slight extra length should be left since, if they are too tight, the brush will be pulled out of line and out of proper contact with the surface of the commutator.

Commutators should be clean and well polished. A piece of canvas or non-linting material is best. No vaseline or oil should be used on a commutator. Roughness is removable through polishing with a piece of sandstone having the same radius as the commutator. Sandpaper pressed against the surface of the commutator with a block of wood shaped like the sandstone also may be used. The commutator should be run at a high rate of speed during polishing and the sandstone or sandpaper moved back and forth along

the surface parallel to the shaft. Then they should be carefully cleaned of any grit which may scratch the surface of the commutator. Emery cloth should never be used on a commutator or brush.

Excessive heating of motors generally can be traced to three principal sources; in the armature—heavy overloads, excessive room temperatures, short circuits or grounds, dirt obstructing air passages, and excessively worn bearings; in field coils—short circuits, grounds or excessive voltage, and in the commutator—sparking or excessive brush tension.

When a motor fails to start upon application of power the cause can generally be traced to four faults: (1) cut-out contact dirty, phase circuit not closed, (2) open phase winding, (3) open main winding, and (4) tight bearings.

Correct maintenance insures not only successful operation but full value from investments in motors. A story of how costly carelessness may become was sadly told by a printer who discovered his predecessor had used lubricants sparingly, thus damaging expensive equipment.

The Selling POWER OF COLOR in Printing!

MUCH HAS BEEN WRITTEN, many facts have been repeated about the power of color in all forms of printed advertising. Better, however, to have too much than too little when it comes to a subject that carries so much importance for every true creative printer. Lest you forget, therefore, it might pay to read over these facts as summarized in the fourth of a series of booklets on color in advertising, issued by the Eagle Printing Ink Company, division of General Printing Ink Corporation.

"Two facts seem apparent: first, that color increases the effectiveness of advertising, but second, that its value is largely dependent on a wise and appropriate use of its powers. Merely to use color for the sake of color is, of course, not enough.

"According to Faber Birren, prominent American color authority, color has five distinct utilities as applied to advertising.

"1. IDENTITY. Colors are more easily retained in the memory than words or symbols. Used to identify a product or service, and persistently employed to build up recognition, color has potent force.

"2. REALISM. In many products color is important in the display of a product. As a dimension it may be as descriptive as size, weight, price, etc. Here perhaps is the most obvious use of color—and one of the best—to glorify a product in its full reality.

"3. ATTENTION VALUE. Color will catch the eye where mere black and white may fail. However, because color is compelling it may also be distracting. Some tests have shown that whereas color may have higher noticeability, black and white may have greater readership. This means that care must be taken in the typographic

layout. Color should be simple and appropriate, and tied in to hold the advertisement together. It should invite readership rather than discourage it.

"4. PSYCHOLOGY. Because of the many curious mental and emotional associations of color, subtle applications are possible. The use of color to imply warmth, coolness, cleanliness, etc., may be extremely effective and may well support copy efforts.

"5. BEAUTY. Color has intrinsic appeal. Glorified in drawing or photograph it will command interest, and whether or not it has direct bearing on the copy message. This utility, as distinct from attention value, demands greater artistic skill and has produced some of the best advertisements ever composed—as esthetically satisfying as any good work of art."



Offset Technique

BY JOHN STARK

Questions about offset are welcomed

and will be answered by mail if stamped, addressed envelope comes with letter

Adjusting Dampening Unit

We are having some trouble with obtaining the correct balance between the water and the ink on our offset press, and we would appreciate it very much if you could publish a method of adjusting the water carrying system correctly. The proper adjustment of this mechanism seems to be rather delicate, and as we attribute a lot of our trouble to this source we are appealing to you.

Set the top damper lightly against the brass roller, perfectly even all the way across, then drop your damper and set it so that it will have nice, even contact the full length of the plate. Raise your dampers, and set the bottom damper in contact with the brass roller, possibly a fraction tighter than the top damper. The reason for this is because the top damper meets the brass roller immediately after it has received the supply of water from the kisser or intermediate roller. If the top damper is set a trifle lighter against the brass roller it will not absorb all the water; therefore, leaving a supply for the underneath damper. Otherwise, the bottom damper would be obtaining its supply of water from the plate. At the same time, be careful not to set the bottom damper too tightly against the brass roller, or the water will be squeezed out of it and your damping roller soon will become uneven. Set your underneath damper in contact with your plate the same as your top damper. Keep your water fountain roller covered with eight-ounce duck, taking care to see that there are no holes or slits in it. Set your kisser, or intermediate roller, in light, even contact with both your water roller and the brass roller, using your eccentric cam for a supply of more or less water as you need it.

If you follow the foregoing instructions you will be able to obtain good damping with a minimum of water, which at all times is absolutely essential on the offset press. Another important factor in good damping is

the care and condition of the brass roller. To obtain good damping no ink should be allowed to accumulate on this roller, and if it does so in spite of precautions taken to prevent it, you should wash it occasionally during the course of the run. To prevent the brass roller from taking a surplus of ink, it should be washed clean with gasoline, then cleaned with water and pumice powder. Etch it and give it a thin coat of gum.

Rolling Up Offset Plates

I would very much appreciate your sending me information on the general procedure for rolling up offset plates before etching. We have been etching our plates in the sink, dampening with water on a sponge, and then rolling up with Siebold Crayon Black No. 2. The plates will scum while being rolled up and we find it pretty nearly impossible to get this scum out of the plate. I would appreciate any information you could give me to help us get rid of this troublesome experience.

You mentioned that you dampened the plate with water on a sponge before rolling up the plate. You would get better results if you first gummed up your plate, smoothed it down with a slightly damp rag, and then fanned dry. Some platemakers first gum up the plate after the first etch, and then rub up, using a sponge saturated with gum water, taking care to keep the scum down as they proceed, then following with the roller to sharpen the work.

The theory of this is that after the first etch the clean parts of the plate are left in a raw state, which easily attracts ink if a gum solution is not applied after etching. The Crayon Black is all right for rolling up, but many plate men mix it 50-50 with a good press black to make it less greasy. The same applies when rubbing up. We hope that these suggestions will help you with your problem and that you will feel free to write about other difficulties which you encounter in your work.

Printing Difficulties

I am having some troubles which have caused me a lot of worry and grief, so I am writing to see what you can recommend for a possible solution. I am enclosing two samples of each sheet marked 1, 2, 3. You will notice how the scumming appears and whatever I do doesn't seem to help.

This job is run on a 17 by 22 Model MA 399 Webendorfer offset. It seems to me that I can't get the plate to hold water to repel the ink. I am giving you our platemaking and fountain formulas. We are using regular tap water and I don't know whether this is doing anything to our plates or not.

Our plates are flushed and scrubbed and counter etched with six ounces of acetic acid 28 per cent to one gallon of water. We have reduced this to one-half ounce to one gallon and then we reduce this to six drams to one gallon of water and still we get the same results. Then we sensitize our plate with stock 1.32 ounces water to 4½ ounces of egg albumin; stock 2.10 ounces water to 1¾ ounces of ammonium bichromate. We mix and stir well, then add from ¼ to ½ ounce of 28 per cent ammonia to bring this solution up to a pH reading of 7.4. We also have tried a pH of 7.8 with no results.

We develop our plate and when we go to remove the ink it seems to be hard to remove. We use an ammonia bath of one ounce of 28 per cent to one gallon of water. We then flush our plates in water and put on our desensitizing etch which consists of stock 1.2 ounces of water to one-half ounce of ammonium bichromate. Stock 2-1 ounce of water to ½ ounce of phosphoric acid 85 per cent. We mix these two solutions and then add it to nine ounces of gum arabic thirty-five degrees by silver nitrate hydrometer. This is put on the plate and allowed to act for about one minute; then we flush our plate off. Our plate is then wiped off until almost dry, and then we put on our gum arabic which is fourteen degrees Baume.

We then put this on our press with a fountain solution of stock 1-20 ounces of water to twenty ounces of ammonium bichromate. Stock 2.16 ounces of water to one ounce of phosphoric acid 85 per cent. Then we take one gallon of water to one-half ounce of stock one and one ounce of gum arabic 14 degrees Baume and bring this up to pH 3.8 by adding stock 2. I have started from 4.0 to 3.8 pH and no changes results. My solution for

the fountain is mixed with distilled water.

We have put on a complete set of damper covers and checked them to see if they are properly set and they seem to be okay. When I put them in contact with the plate it seems to have water on the plate but when I start up the press, the plates just won't hold the water and toning and smudging results.

From the appearance of your work we believe that most of your trouble is, first, a poorly grained plate and incorrect distribution of your overpressure. For your size of press and the class of work you have sent to us you need a fine grain, possibly No. 0, and the walls of the cells should be coarsened by the action of the abrasive in the grainer, not left smooth and shiny as we think is the case on your plates. A poorly grained plate will not hold the moisture and this condition is intensified when your overpressure is incorrectly distributed, as we believe it is from the appearance of the prints you have sent to us. First ascertain if your blanket is built to a height of two one-thousandths of an inch above the bearers, and if your plate is built to the same height above the bearers. If so you will find that this equal distribution of your overpressure is the main cause of your trouble. To correct this trouble, take the two one-thousandths from under the blanket and place it under the plate. You then will be built four one-thousandths above the plate cylinder bearers. This readjustment of the overpressure will prevent the scrubbing and slurring which takes place at the point of contact between these two cylinders.

In regard to your formulas we would suggest that the plate coating should be made slightly heavier between five degrees to six degrees Baume, and your ratio of bichromate should be at least one to three. It now is slightly higher. Your counter etch should not be reduced as you indicate you have done at various times. We would suggest that your desensitizing etch is quite strong. Try it half strength, as when it is used too strong it destroys the points of the grain and leaves the plate raw in many instances. On your water fountain solution, cut your stock solution No. 1 50 per cent, use twenty ounces water to one ounce of the bichromate.

We feel sure that if you follow the above suggestions your work will be much improved.

Facts on Strip Film

Sometime ago I wrote to you and you were kind enough to give me some little information on strip film. I had the following problem to contend with:

After correct usage of stop, fixing, and washing of strip film and applying to gelatin base or glass, squeegeeing with blotters, the film would buckle on drying. I tried gelatin solutions, Eastman cement as an adhesive, but none was successful.

Could you suggest anything that might keep the film flat and remain flat? Might there be anything that could work on film acetate as a base—I have especially found difficulty in making the strip film adhere to acetate.

After fixing and washing the strip film thoroughly in running water, place the film in a bath of the following solution for a few minutes: glycerin, one and one-half ounces; water, thirty ounces.

The object of this bath is to make the film more flexible, thus insuring a flat-lying print. Prepare glass by cleaning with a solution of beeswax and benzine, a few grains to each ounce, and finally polish with soft rag and powdered talc. Use small squares of blotting paper to squeegee negatives down firmly to glass. As an added precaution paste down edges of negative with suitable gum tape when negative begins to dry. If the edges are allowed to peel at any stage of the drying period, it will be impossible to obtain a flat negative. Do not attempt to lift negative from the temporary base before it is thoroughly dry. Then, the film can be removed easily, and the result should be a flexible negative which can be handled easily.

We are not quite clear as to what you mean about the acetate film. We would appreciate your explaining this part of your question more fully.

Offset Plate From Type

I am much interested in learning the most economical and rapid process to print, in offset, the texts of books composed in printing shops. Up to now I have used the photographic system and the lithographic stone pressure system. These processes are slow and therefore cost a lot of money. I wish to know how to send directly to the offset plate the pages of a book, without using a photographic negative, either by means of Cellophane or in any other way.

What I principally need to know are the ways to sensitize and develop the plates, and, moreover, the chemicals and formulas necessary to produce an offset plate directly from typographical composition.

You will have to use the deep-etch method of platemaking in order to

eliminate the use of a photographic negative. Your procedure would be to take impressions of your type forms on a special proving press, using Cellophane as a medium for this purpose. These impressions are then stripped into position on a sheet of glassine paper, placed in the vacuum frame, and exposed to a prepared deep-etch plate for the necessary printing down period. This process is fully described and formulas given in "Photography and Platemaking for Photo Lithography," by I. H. Sayre, for sale by THE INLAND PRINTER book department.

Rubel Offset Press

While looking through THE INLAND PRINTER, it occurred to me that you, as Editor of Offset Technique, might be able to furnish information I need.

This concerns the Rubel Offset Press, the first offset ever built in the United States. Mr. Rubel built this press somewhere in New York City about 1904. As far as I know, there were two brothers.

Have you any other information or could you tell me where I could find out more of the history of this press, the full name of the builder, and those assisting?

Ira W. Rubel conceived the idea of applying lithographic offset printing to paper in the latter part of 1903. It is claimed that he accidentally offset a sheet from the rubber blanket on a flat-bed stone press, and this impression gave him the idea of an offset press for paper. Regardless of this fact, offset presses were built and used for tin printing for many years before Rubel thought of using the method for paper. In the year 1904 Rubel went into partnership with Andrew H. Kellogg of New York City and Alexandria Sherwood, a Chicago lithographer. At the outset they thought that they could patent the idea, so they decided on a policy of building a limited number of presses, but later had to abandon this idea because they could not obtain a patent since the idea was not a new one at all. After this trio had built three presses the partnership broke up and Mr. Rubel took his press to England, where he collaborated with the British manufacturers in building other presses.

Mr. Kellogg went back to Dover, New Hampshire, and began to build what was known as the Kellogg offset press, while Mr. Sherwood collaborated with the Potter Printing Press Company of Plainfield, New Jersey, and built some offset presses under the name Sher-bel which was

presumably a combination of the names Sherwood and Rubel. Not long after this Mr. Sherwood returned to his lithographic business in Chicago and the Potter Company continued to build offset presses under their own name. Mr. Rubel passed away in the North of England a comparatively short time ago and while he undoubtedly was the first to actually suggest using the lithographic offset press for printing on paper he certainly did not originate the lithographic offset method.

★ ★

New Envelope Ruling

Envelopes 10 by 6 inches and larger now may be printed with an over-all design extending all the way to the right-hand edge of the envelope provided that a space approximately 6 by 4 inches is left blank for addressing, return address, postage, and cancellation.

This news from the Post Office Department accompanies the latest issue of *Direct Mail News*, mailing piece of the Gaw-O'Hara Envelope Company, of Chicago, and the company hastens to point out that such over-all designs, now permitted, make possible considerable "dressing up" of envelopes to arrest attention and increase returns.

"Tests prove that envelope advertising no longer is fiction," Gaw-O'Hara continues. "On a mailing of 37,000 letters, envelopes of five different colors, printed in color, were tested against white envelopes printed in black. One of the colored envelopes pulled 7.8 per cent returns against 3.1 per cent for the white envelopes."

★ ★

Pliers Save Gage Pins

A pair of pliers is handy in pulling gage pins. When tapped securely into the packing, removing by hand is often a difficult and painful job. When a wrench is used to hammer the pins loose, they may be bent.

To pull with pliers, set the tool on its widest opening and grasp the pin above and slightly behind the front edge. Then, by holding the pliers as firmly as possible with the right hand, give a pulling and upward tug, using the left hand as prevention of twist. The pin will come out easily and without nicked or twisted parts which are a big factor in causing poor register.

Auto Service Field Offers Opportunity • Salesman's Success Shows

Dealers Now Ripe for Ideas • By **FREMONT KUTNEWSKY**

HOW OFTEN can you walk into a prospect's office and present an idea that's right down his alley—and one that he admits immediately is worthy of consideration? One of those rare occasions is here now—because there is a printing idea that meets the problem of a certain definite type of prospect who exists in practically every city. That's the au-

up to where the service department will bear the brunt of maintaining the organization. Some are in a position right now to plug service in a big way, and these practically have a welcome sign out for the printer who comes along with a promotional idea that fits.

Two such well equipped dealers in my part of the country already

THEY'LL NEED A LOT OF PRINTING

Reports reaching **THE INLAND PRINTER** indicate that automobile manufacturers, automobile dealers' associations, and producers of equipment and material used in service work are recognizing more and more the need for promotion of the service departments of distributors and dealers. In the past, as Mr. Kutnewsky points out in his article, this type of promotion largely was left up to the dealers themselves, but it appears that the factories and trade organizations probably will go into this field on a much larger scale.

Some factories already are devoting part of their national advertising expenditures to the promotion of service work for their dealers. Some factories, also, supply "service-sales" literature and direct-mail material with dealer names imprinted in much the same manner as regular new car sales literature. Considerably more attention doubtless will be paid to both fields as a means of preventing too sharp a reduction in dealer income because of curtailed production of new cars.

All this activity, of course, will serve to make dealers more con-

scious of how their service departments, given the benefit of more advertising and more selling, can be made to produce more profit. Thus, even though factories offer a greater volume and variety of service department sales material, they cannot hope to achieve individuality as applied to different dealers, and here is the place for creative printers, such as Mr. Kutnewsky, to step in and do a real job.

Service departments, service equipment, and service operations differ greatly among dealers and from Mr. Kutnewsky's experience, it appears that the most effective service department literature describes and illustrates specifically the facilities of the particular dealer. It's a case where tailor-made sales material is better than general material ready-made by factories for general use.

Incidentally, isn't it a good time, also, to think about the possibilities of similar literature for garages, large service stations, and other establishments which would benefit by an increased demand for automobile service work? Printers may thus develop new business.

tomobile dealer with a well equipped service department.

In ordinary times the dealer is concerned primarily with new and used car sales, but today he's thinking in new and hopeful terms about his service department. There will be fewer new cars to sell next winter, and fewer buyers, too, for all anyone knows, because so many people got anxious and did their buying earlier than usual.

At all events, automobile dealers are thinking hard about service these days, and how to bring the volume

have printed illustrated booklets to tell the story of their service departments. As everyone knows, pictures are *it* today when it comes to getting attention and putting the sales message over with the greatest possible effect. I had only to present a rough dummy, showing how we would go through the entire service department and make pictures of every important process, then complete the story with a few words of text, and I had the okay.

The main reason why a "picture tour" of any first-class automotive



Smooth driving amid picturesque scenery is the idea conveyed to motorists serviced.

service room is ideal promotion at this time is that the repair and rehabilitation of automobiles has done a good job of catching up with factory methods of doing everything, and the average car owner doesn't know it. Only when he's having trouble will he think about where to get help, and too often he thinks that

any back-yard mechanic is capable of fixing him up.

But there are valid reasons why big dealerships have spent thousands of dollars to equip their service departments. One is their responsibility to the buyers of their products. The more that cars have become dependable and long-lived, the more freely people have bought them, and you can't very well sell a man a fine precision instrument, which the modern car is, and tell him to go around the corner and get a tinkerer to keep it up for him.

Furthermore, to do a first-rate factory-type job on a car you have to have first-rate factory equipment and tools, and factory-trained mechanics. Big dealers either send their men to the factory for training, or take advantage of various training courses that the factories make available by mail, or through schools held on the dealer's premises. Finally, the dealer has the same reason as the factory to buy the better equipment. That is to get out a volume of production without waste of time and spoilage.

The eight to ten departments of a good service department lend themselves to presentation in picture. There is the motor department where they take your car to pieces and put it together again, the ignition work

where they use interesting gadgets, the headlight and wheel aligning with their laboratory-like equipment, the battery charger, lubrication rack, tire vulcanizing, body and paint departments, and accessories.

The average customer who goes into a dealer's service department for a minor adjustment or repair doesn't see all this. He thinks only in terms of his own repair job.


Dealers know this. How are they going to meet the situation? By making every contact educational; by telling the whole story to every customer who comes in the door, who makes any kind of purchase, from a new car on down to a valve spring. People will at least look at pictures. That is why I stress the illustrations depicting all angles of the service the dealer is prepared to render. Both pictures and captions emphasize the fact that here is a place that is thoroughly and completely equipped to do any and all kinds of automotive work.

A convenient size of booklet for the dealer to distribute, and one that a customer can easily stow away in his pocket for future consideration, is 3 3/4 by 7 3/8 inches. The first booklet I made sixteen pages with twenty-seven illustrations. The second I made twelve pages with nineteen illustrations and larger cuts.

When an automobile factory comes out with a new model the first thing the company does is to get out some new literature telling about it. Today the automobile dealer is being dislocated into a new model. He is going to have to sell service. He is going to do his part in keeping America's millions of automobiles going or else he is going to have time on his hands, and time costs money in operating a dealership.

In my state, New Mexico, the various branches of the automotive industry now pay one-fourth of the state's payrolls. It's a big business in its own right, and the dealers are the biggest single elements of it. As they turn to service for necessary income they are going to use more printing than they ever did before, and the printer's opportunity is just opening up. For new car sales the factories furnish the ammunition. For service the dealer will have to furnish his own, if he wants to do a really complete job. In my territory the dealers find that they need at least 10,000 booklets, which are nice orders.

MUTINY IN THE MOTOR



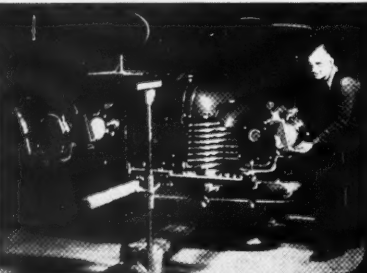
is serious business...

You can detect a knock in your motor, but you may not realize a gradual loss of power. You shift gears a little sooner on a hill, use a little more gas and oil, but it's scarcely noticeable. You've heard of the man who "had a little trouble with his heart." You say he should have gone to the doctor. Watch for a lag in performance in your car. The picture above shows how Oden mechanics listen to your motor's heart, and find out why it's losing power.

Shifting into second on hills you used to take in high means loss of power. Have your motor analyzed by Oden's accurate method.

The headlights of your car focus like your eyes. Only they "look" at a definite spot, usually about 400 feet ahead of your front wheels. That's not any too much room in which to come to a stop. That beam is your safety factor. Oden's precision testing equipment adjusts the beam for greatest safety.

"Eyes" that cross in the night



BRAKES

your motoring "life belt"

When something goes wrong on an ocean voyage the life belt is there to save you. When something goes wrong on the highway, it's your brakes you depend on. Oden brake service is complete and thorough.

A car without good brakes is like a ship without good life belts. Anything can happen.

Center spread of promotional folder visualizes auto service equipment and men at work.

Specimen Review

BY J. L. FRAZIER

Items submitted must be sent to this department flat, not rolled or folded, and marked "For Criticism." Replies about specimens can't be mailed

MILLER PRINTING COMPANY, of Amarillo, Texas.—The letterheads you submit—done on a Multilith—sparkle. Modern layout and typography usually executed in colors that really shine leave nothing to be desired. Congratulations!

PRESS PRINTING COMPANY, of Fort Myers, Florida.—While the fine lettering is rather tight around the shield and lines of caps at sides of main display are too closely spaced, the letterhead for the City of Fort Myers nevertheless rates high.

O. R. THOMPSON, of Jackson, Michigan.—You submit some excellent black on white letterheads, effective even without color because of interesting layout and use of good, up-to-date characterful types. If there is a fault it is a tendency to space lines too closely.

THE COLLEGE PRESS, of Los Angeles, California.—As always, the specimens you submit are too good to afford opportunity for constructive criticism. If, as we assume, they're the work of students, we'll say they are getting the best of instruction and supervision. The work matches that of journeymen of the better commercial plants.

LEO RUBENSTEIN, of Rochester, New York.—All the items you submit, several advertising pieces of your employer, The DuBois Press, are as good as can be—truly top-flight. Your attractive, interesting layouts are supported by excellent type faces, fine paper stocks, the most suitable colors of inks, and presswork which represents the finest craftsmanship in your field.

BRUNNER PRINTING COMPANY, of Memphis, Tennessee.—Your new letterhead in black and a neat blue on white is of interesting, unusual, and striking design. It is unfortunate, therefore, that the second line is so widely letterspaced as not to be easily readable. We suggest the pos-

sibilities for improvement through dropping the large initial "B" somewhat, then setting the second line flush to right side of design.

FAY PUBLISHING COMPANY, of Wisconsin Rapids, Wisconsin.—We like the way you have arranged your 1941 calendar with one month on each 17- by 12-inch page. Plastic binding at the top permits pages to be turned over each month without interference with the flatness or nice appearance of the pages themselves or the calendar as a whole. You have used black and light blue ink to advantage on the white stock and your typographic style is quite distinctive. Calendars of type are useful and easy to handle.

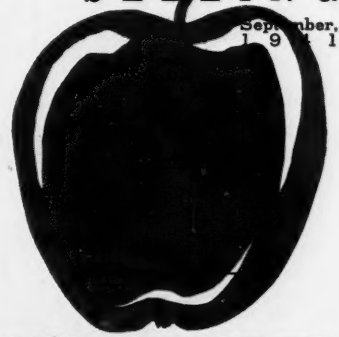
THE NILES PRINTING COMPANY, Niles, Michigan.—While the envelopes are complex with name extending vertically from lower left-hand corner on left side and other lines both vertical and horizontal (vertical around press ornament and surrounding rules in orange) the letterhead and invoice of your matched stationery are good, the former especially so, and even though spacing between words of the name (main) line and between units of the second line is too wide.

THE GRAPHIC ARTS PRESS, of Santa Clara, California.—We have never seen a line of stationery at the same time more attractive and impressive than yours. Every detail bears evidence of a master hand having created and executed the work. The French-style folder "Enter Fashion"—the heading of the center spread—is remarkably good. Bearing only the blind embossed crest of the company on the pale blue rough stock, the front is impressive because so beautiful.

WISH PRINTED ADVERTISING, of Los Angeles.—Your novelty blotter with the wedding ring mounted directly on the preacher's hand in the cartoon illustration is an "eye-getter" of the first magnitude. The tie-up is good, too—"Weddings are okay but there's no sense in being wedded to outmoded printed design." The blotter, on yellow stock, 7½ by 3¾ inches, and printed in red, purple, and black, should do a good job, especially with the added calendar.

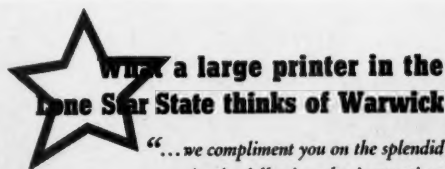
NIELSEN'S SERVICE CENTER, of Evanston, Illinois.—Always a good stopper is the "string-tied-on-finger" idea, and you've capitalized on it exceptionally well in your mailing piece showing an illustration of a figure hurrying along, arms outstretched, with an actual bit of red

THIS BUSINESS OF SELLING



OLMSTED-HEWITT, INC.
Member: American Association of Advertising Agencies

The large apple on the cover of this house-organ of a Minneapolis agency shows what can be accomplished, effectively, with hand-cut rubber



WARWICK TYPOGRAPHERS • 388 NORTH TENTH
Typography Blvd. "Play 56. Way"

Simple but forceful post card of St. Louis typographer is 7¾ by 5½ inches. Star is in light blue, and type is deep brown

JUST THE TYPE

that you may choose to fit the requirements of a particular job is instantly available to you in our shop... you make a selection—we get it for you from one of the largest collections of type faces in the city...

Just another service of
ESQUIRE PRESS
CORPORATION

ATLANTIC 6466 • 422 FIRST AVENUE • PITTSBURGH



An unusual way of calling attention to type selections. Blotter is 7 by 3¾ inches. Colors are red and black on white stock, providing excellent contrast

Announcing
JUAN RODRÍGUEZ
Cabrillo

DISCOVERER OF THE COAST OF CALIFORNIA

By Henry R. Wagner



[READY FOR DELIVERY JUNE 25]

SAN FRANCISCO
CALIFORNIA HISTORICAL SOCIETY
1941

Two excellent examples of simple but effective typography. Above is the front cover of an announcement booklet, 6 by 9 inches, done in the traditional Caslon style by George Fields, San Francisco publisher. Below is the modern treatment in bold, sans-serif type, prepared by the Government printing office.

**SUBCONTRACTING
FOR DEFENSE**

**10 Manufacturers
tell How It's Done**



DEFENSE CONTRACT SERVICE
DIVISION OF PRODUCTION
OFFICE OF PRODUCTION MANAGEMENT

yarn mounted between the two hands. The piece is also strengthened by the personalized name of the person to whom it is sent. In size, $7\frac{3}{4}$ by $5\frac{1}{4}$ inches, the piece folds from the top with the cover in black and yellow and the inside, where the message is set forth, in red and black.

HAMILTON TYPESETTING COMPANY, of Chicago, Illinois.—Layout and design of your various business forms, all of related style, are excellent. They are attractive and impressive, not the simplest combination to achieve. There is but one error. The color used for the fine border underlining the name is so faint as to be practically useless. We could pass the *faux pas* in that respect but, unfortunately, the color is also used for printing "Chicago" which can scarcely be seen. The more delicate the hue the nearer it approaches white and the less it will stand out from white paper.

THE DEPARTMENT OF EDUCATION, United States Penitentiary, of Atlanta, Georgia.—We were particularly impressed with the front cover of the May issue of your institutional publication, *The Atlantian*. What attracted us, apart from the pleasing design, the work of your art editor, Nick Tag, was the fact that the silk-screen process was used with unusually effective results in bringing out the rich green and brown of the

serif Huxley Vertical, especially with sizes so large. Incidentally, there is far too much space between the two words of the Huxley line, more than would be correct if the type were not itself so condensed. The more condensed a type is the less space between words should be. Finally, the bright red-orange background is too strong for the relatively small type on the three following pages. It is the only fault of any consequence to be found with them.

COLOR CRAFT PRINTERS, of Manitowoc, Wisconsin.—The emblem on your letterhead is interesting in appearance, the various colors creating a good tone. However, the three lines of type are entirely too weak, not only to balance the value of the shield, but also for comfortable reading. You selected a sans-serif of very light tone which would not be strong if succeeding letters of the lines closely adjoined but letterspaced so widely they appear really faint. Word spacing is equally too great; three picas between words of the main line in twenty-four point is entirely too much. Lines are relatively too close. Spacing between lines must be greater than spacing between words or line identity will be lost, as word identity will be if type is letterspaced and there isn't very definitely more between words than there is letters.



In striking colors of red, white, and blue, this blotter is impressive at first glance. Size is $7\frac{1}{4}$ by $3\frac{3}{4}$ inches. The airplane is in blue and clouds are gray

leaves, flowers, and fence. This is a fine example of the use of silk screen, of which we are beginning to see more and more. *The Atlantian*, $8\frac{1}{2}$ by 11 inches in size, with the May issue containing thirty-two pages and cover, is otherwise ordinary, but we're sure it is decidedly interesting to its readers.

WM. B. STRAUBE PRINTING COMPANY, of Los Angeles, California.—The Addex letter-size folder is impressive, with the exception of the front page, and well handled typographically. For good effect there is too much design contrast between the heavy three-dimension Ludlow Umbra and the very light and condensed A.T.F. sans-

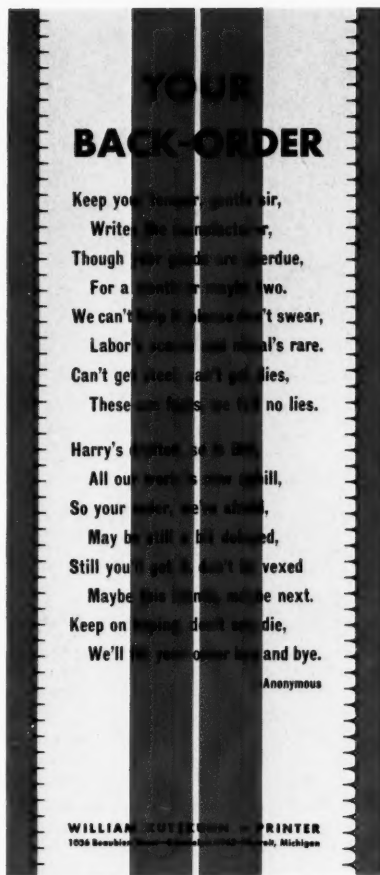
DODDS & NUGENT, INCORPORATED, of White Plains, New York.—Congratulations on the impressive blotter for the Home Insurance Company featured by a halftone illustration of New York's skyline and harbor printed in black with type matter in blue in an open panel in the lower right-hand corner of the halftone. Address in a reverse color panel in blue below the halftone extends entirely across, bleeding off sides and bottom. You mention black and color were printed at one impression, work and twist, we assume, requiring double-size stock and dividing fountain. Other printers are urged to keep this stunt in mind for those occasions

when the economy may be practiced. Although the small lines directly below the name are spaced too closely, especially as set all caps, your two-color letterhead is effective and interesting.

THE MARKS PRESS, of Buffalo, New York.—The "Mother's Day" program is well done. Your interesting title page arrangement would be improved, however, if the rule panels were shortened so lines of type at top and bottom could be opened out. With so much white space in the page otherwise the lines appear a bit crowded. Whiting out is a relative matter; lines will appear to be crowded in an open display which will not in a tight form. The measure is too wide on page 3 making type page out of proportion to paper page and side margins much too narrow in relation to those at top and bottom. With the measure narrower, page headings could be lined up across and that would be a further improvement. Blotters are well laid out and brief copy is direct, but appearance is not pleasing because of the extreme differences in shape of the types used.

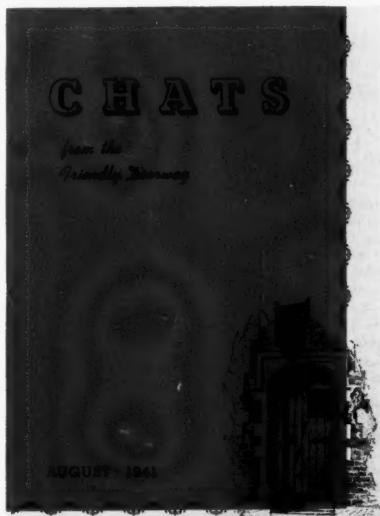
INVITATIONS sent out by the General Printing Ink Corporation to its printing and advertising clinics to be held October 15 at the New York Trade School auditorium, New York City, are both novel and worth remembering. Essence of the idea is a small can, 3¼ inches in diameter and 2¼ inches deep, which comes packed in a cardboard carton. When the cover of the can is lifted, the invitation appears automatically since it is printed on a strip 2½ inches wide, accordion folded and tipped on the bottom of the cover. Among those who will appear on the clinic program are C. W. Browne, editor, *Modern Packaging*; C. A. Southwick, Jr., packaging engineer, General Foods Corporation; William H. Walters, vice-president, United States Printing and Lithograph Company; H. F. Brownell, superintendent, manufacturing division, McKesson & Robbins, and John H. Breiel, manager of public relations, N. W. Ayer & Son.

THE HADDON CRAFTSMEN, of Camden, New Jersey.—The two volumes, containing nearly 750 pages, of your new "Workbook of Types" are indeed impressive. Our opinion, in fact, places these books among the finest we have seen in the more than twenty-seven years we have observed fine printing of all descriptions. Heavy cloth-bound covers, 12½ by 9½ inches, make your books easy to handle and they should withstand any amount of hard usage. Pages are 11¾ by 8¾ inches and each one reflects quality and typographic skill. We think you have achieved your purpose as outlined in these works in the introduction of Volume 1: "We have tried to make this a book that would overcome, as far as possible, the difficulties and inconveniences that have seemed inherent in specimen books. In order to do this we deliberately discarded many of the long-established characteristics of type books, and all of our own preconceived ideas of how the ideal specimen book should look, and adopted the 'functional approach' of the



Green vertical center and border rules contrast with black type on white 4- by 9-inch blotter

modern architect. We believed that if we conscientiously strove only to make the book 'work' simply, efficiently, and comfortably for the production man and designer, the result from the appearance point of view must be satisfactory. Every phase of the manufacture was carefully



Dark red and buff used on house-organ, 4½ by 6½ inches, by Clark-Sprague, of St. Louis



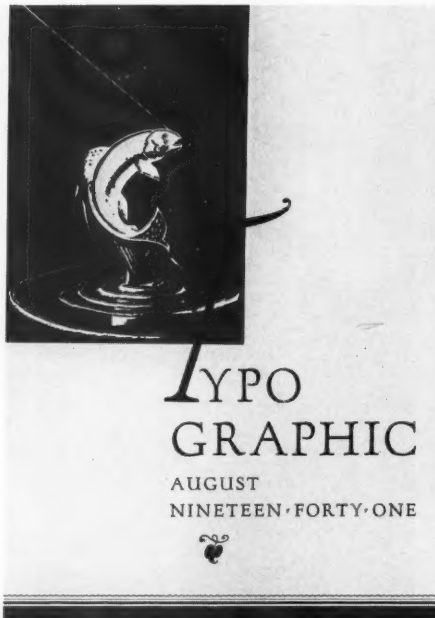
Another effective blotter, 4 by 9 inches, with lively colors of yellow and red, with black type

judged from that angle, and while compromises had to be made occasionally, due to the well known inflexibility of type and paper, this book comes close to what we think a type book should be." To present two books, one for body and one for display types, is a good idea.



Miniature house-organ, size 3½ by 5 inches, by Abbot Duplicate Book Company, in England

ROGERS-KELLOGG-STILLSON, of New York City.—Apart from expressing our admiration of the striking character and all-around excellence of the new ninety-six page book, "The Port of New York," we were impressed at once by the fact that here, if anything, is an example of a true "natural" for the offset process. In physical characteristics, such as the 10-by 13-inch size, and in several other obvious details, the book approximates *Fortune* magazine. Halftone illustrations are used liberally, many half-page, full-page, and even larger, and you have effectively arranged charts, graphs, tint blocks, and other illustrations and decorative material to give noteworthy emphasis to the numerous subjects. Naturally, as you say, the most important reason for offset being used was "because the customer wanted it." Your Mr. Shepard gives other good reasons, too, which show his grasp of the problem. We agree that the bulk of the offset paper made the book a more impressive volume than would have been the case with the same weight of coated stock. You also preferred the non-reflecting surface of the offset paper for greater visibility. More importantly, as you remark, was the ever-present factor of cost. You were correct that "this was the kind of a job wherein the decreased cost of makeready for offset printing was a serious factor in making an offset book less expensive



House-organ of Edwin H. Stuart, Pittsburgh typographer, is 7½ by 10½ inches. Cover is light green and black on white stock. August issue is twenty-four pages

than a letterpress book." As we often have said, offset and letterpress each has a definite place, and this happens to be one spot where offset was the logical

choice, even though the same job, well done by letterpress, would have been sure to attract attention. Published by The Port of New York Authority, the new book certainly tells a complete, well arranged, and striking story. You have shown that bright colors and vividly contrasting color effects as well as harmony and softness may be obtained by the offset process and you have produced a book that stands as a real credit to your ability.

HABER LINOTYPING COMPANY, of New York City.—Your reviewer apologizes for delaying attention to your spiral-bound "Type" book. The reason, however, is a compliment. A good fellow called and asked for ideas for his own type book. Yours was one of the two books we loaned him which had not been reviewed. He delayed returning them, hence our delay. The book is as highly complimentary to your craftsmanship as to your equipment, both of which are top grade. We shall, therefore, mention but features new to the writer, and they're interesting. Contemplate a spread, two pages devoted to Garamond. The left-hand page has a running head giving company name and address. Follows the name of type in seventy-two-point caps of one of the adaptations of Bodoni in extra-condensed form (used for names throughout book regardless of face shown). The middle point of the letters of this line

STATE-WIDE SERVICE



THE UNIVERSITY'S CAMPUS is the State of Texas and its third great obligation and responsibility is that of carrying to every man, woman and child within the confines of that campus, as nearly as may be, the benefits to be derived from their university. It is the business of the University to carry to the petroleum industry the benefit of its researches, to the cotton farmer what it may learn regarding the cause and prevention of root rot, to the clubwomen of Texas material for the cultural and civic activities in which they are engaged, to the school children of Texas and the citizens at large the benefits of public health education. This enumeration might go on almost indefinitely. It is to touch the lives and raise the horizons of the millions of Texans who never cross her threshold as students that the University projects herself through her extension activities.

DEVELOPING A UNIVERSITY
BEFORE TO MORE 11

Sample page of forty-page book, 9½ by 12¾ inches in over-all size, published by University of Texas Development Board, of Austin, Texas. Printer was William S. Henson, of Dallas. Cover is wine-colored with embossed white title

THE MIKE

JULY - AUGUST - 1941



Edwin H. Stuart, of Pittsburgh (see above), also produces this house-organ for the Butler Burial Service. Cover is red, white, and blue; size, 7½ by 10½ inches. Twenty-two inside pages are in one color

THE INLAND PRINTER for October, 1941

strike over a horizontal line printed in red from two-point rule, this representing the top of an arrow made up from rules. To suggest the third dimension six-point rules are used at bottom of both shaft and point, base of the title line being a pica above six-point rule. Brief copy in Bodoni Bold on typography in general follows, in lower left-hand corner of which group "Section 8" is displayed. After that a table (measure width) giving alphabet length of the sizes available, characters to a pica and number of characters in lines of various length appears. Good! An inch from the left-hand margin of right-hand pages a two-point rule extends from top to bottom bleeding off. To the left of this large figures, also in color, represent point sizes. To the right of the rule line a block of the type in the size the figures specify appears in two columns, roman in the first and bold or italic, as the mat companion may be, in the second column. Where the number of sizes to be shown is limited—as is the case with Garamond—space at the bottom of the right-hand page is devoted to a specimen of display, unfortunately, we think, not always set in the style being sampled. Anyhow, it's an idea. Following pages



1941		JULY					1941
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			



An effective monthly calendar, 8½ by 12 inches in size and printed on heavy card stock. Well balanced design is carried out in pastel green and black. Others in the series bear the same family resemblance with pastel colors and attractive seasonal illustrations at the top

with body types display faces are shown, these in full alphabets to permit of measuring and tracing.

THE SPECIALTY PRESS, of Melbourne, Australia.—We are delighted with the copy of "Australia" (148-page Official Handbook) because it is so interesting. It renews what is now the writer's hope—once "B.B." (before brigands) his determination—to return your visit. While thick enough to warrant case binding the heavy paper backs are acceptable, particularly because reinforced over the hinge with black cloth, also because the design is reasonably attractive and impressive. At top the Commonwealth's emblem in several colors appears with central shield white (stock) as the word "Australia" appears just below. We regret that lines of type in black, especially "Official Handbook" just below "Australia," were not set in larger and bolder type so they would stand out better against the all-over reverse plate printed in rather deep blue. If "Official Handbook" were considerably larger and bolder—also in two lines—display would be better, whitening out and balance improved. As it stands there is too little space between the highly visible elements in relation to the

★

NEW TYPE FACES

Supplement

★

ETICA TYPESETTING COMPANY

Supplement to type book is 8½ by 10½ inches in size, is nicely designed and well printed in black and an appealing reddish brown shade

L

JOHANN GUTENBERG INVENTED PRINTING BY MOVABLE TYPES, CIRCA 1440

paper ON parade

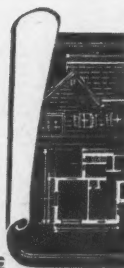
Black and red on gray stock giving pleasing appearance to cover of 8½ by 11-inch booklet of Howard Smith Paper Mills, of Cornwall, Ontario

PLAN

YOUR PRINTING AS YOU WOULD PLAN YOUR HOME

●Houses are distinctively built. A whole block of houses exactly alike would not even command a second look. Thus when an architect plans your home he strives for originality, distinctiveness... that "something different," original, out-of-the-ordinary, a style or individuality all its own.

Printing should be planned—and built—the same way. Around your particular needs, the product you have to sell, the class of people you desire to reach, what they can afford to pay. Planned Sales Promotion pays and pays handsomely. Your printer has ideas... use them. No obligation.



PUT *Showmanship* INTO YOUR PRINTING

for showmanship Pays. The plain, the ordinary, the run-of-mine printing that was "good enough" just a little while back is not good enough for today!

Showmanship is just another name for Salesmanship and nowhere does it pay dividends as well as in advertising printing.

Put punch, pulling power, showmanship in your selling literature and half the battle for greater volume, larger profit, will have been won.

Talk it over with your printer. Get the benefit of his wide experience. Make an appointment with him (at your convenience) and say: "Show me how Showmanship can be made to Pay me." No obligation in any way.



DENVER'S First MANUFACTURING INDUSTRY

Two more well designed and excellently printed blotters, both 9 by 4 inches, in the series now being used by members of the Employing Printers of Denver, Incorporated. Top blotter has red heading, blue illustration and bottom panel, and black body type. Red, yellow, and black give the lower blotter a real "circusy" appearance, commanding attention at first glance. Both are on white stock. Denver printers are doing an excellent job of promoting their industry with this campaign

"V for Victory" Song

Don't give way,
Never despair,
We'll get them yet.
Slither, hiss!
Chalk up a V
On every wall
'Till you are free.
At work or play
Hear it all day,
Ven, ven, ven, ven.
On every post
Show what you mean.
On every street
'Till you are seen.
Show the vile Hun
That you're no fear
And that you know
Victory's near.
Do not forget,
We'll get him yet.
Hiss, hiss, hiss, hiss.
Chalk up a V,
Ven, ven, ven, ven.



Compliments of
THE REGAL PRESS LIMITED
Creators and Producers of Quality Printing
759 VICTORIA SQUARE MONTREAL
MARquette 2666



Only at night with their lives in jeopardy can Europe's lovers of liberty place this symbol of hope before their oppressed countrymen. In America a free press contributes to our rearmament in answer to old world dictators ★ ★ ★ ★ ★ ★ ★ ★

FRYE PRINTING COMPANY • SPRINGFIELD, ILL.

How two printers make use of the now popular "V" theme in their blotter advertising. Top blotter is black on silver stock and lower blotter, patriotically, is in red, white, and blue

space between the two groups of the design. Larger and bolder type for the sub-title would overcome this design weakness even with the one line comprising the second group remaining the same. In short, the background—the deep blue—is too strong to allow the two small lines in black to stand out; there is too little contrast. With the lines in black larger and bolder they would also key in with and balance the black cloth over the hinge. While the title page is neat it would be improved if the lines and parts were spaced out more, especially since there is so much space between the two parts of the page. Spacing is relative. Lines which will not appear crowded in a close display will appear crowded in an open one. We regret headings over text sections are not in larger and bolder type, both to add "color" and more effective display; they are too weak in relation to type of text. The book is "made" by the numerous leaves bearing halftone prints bleeding off all around. Of fauna and flora, street scenes, and other things of interest, these are interspersed between sections of text, are printed on coated stock in contrast with rough stock of text pages. Presswork is good. Indeed, despite points of adverse criticism the book is complimentary to all having a hand in producing it.

THE CLEGG COMPANY, of San Antonio, Texas.—Your work in preparing and producing the invitation, issued by the Fiesta de San Jacinto Association, to the 1941 Pilgrimage to the Alamo "on occasion of the laying of flowers at the Shrine of Texas Liberty" in San Antonio, is another fine example of the high quality and originality of printing coming from the South. If it is as you say, "many people are surprised at quality of the work done in the South," this invitation, if anything, should demonstrate the true ability of the southern printing industry. The fact that you published the first Pilgrimage to the Alamo invitation seven years ago as a result of an idea successfully carried through and that you have had no competition on the job since give real evidence of the value of creative initiative anywhere in the country. The 1941 invitation, 11½ by 15½ inches in cover dimensions and 11 by 14¾ inches in page size, for the first time honors a woman, Mrs. Susan Dickerson, one of the Alamo's heroines. With all copy written by women, the entire invitation has been given a feminine feeling in design and color combinations of silver, lavender, and purple. The outside covers are silver bronzed and an embossed rectangle on the front cover has the oval seal of the City of San Antonio mounted on a background of purple suede-finish stock which, in turn, is mounted on the cover stock proper. The same suede effect is carried on the inside front and back covers. Twelve inside pages of deckle-edge announcement stock are saddle stitched and tied with purple cord. The general color effect is further enhanced by the use of purple ink for type matter and bronze ink for page decorations. Tipped on one of the pages

of the inside spread is a four-color reproduction of a painting of Mrs. Dickerson at the Alamo by Harry Anthony DeYoung. All creative work, with the exception of art, was done by the staff of The Clegg Company. Printing was limited to 1,000 copies, which went to high Government and state officials, heads of historical societies, and leading San Antonio citizens. The Clegg Company received approximately \$1,300 for the job which covered all costs except mailing.

MANZ CORPORATION, of Chicago, Illinois.—Congratulations on your seventy-fifth anniversary, and on the excellent brochure you have produced in commemoration of that anniversary. Combining, as it does, both letterpress and offset printing, it most certainly presents a fine demonstration of the character of work your plant is capable of doing by the two processes, and shows that you are not limited to either one or the other. In this brochure, the outside section is printed on a sheet 14 by 32 inches, folded to 14 by 16 inches, forming a French-fold cover, printed by letterpress on heavy enamel stock. Down the left-hand side of the first page, are reproductions of color paintings depicting progressive periods, starting with 1866-1881, then 1882-1896, 1897-1911, 1912-1926, and finally 1927-1941, showing the fashions of those periods, printed on the white stock not quite one-half the width of the page. The right portion of this page is brown, printed in a gradation of tones which was achieved by a special flowing of the color. Over the brown, and extending part way into the white, are the lines, "Eighteen Sixty-Six" and "Nineteen Forty-One," printed in black, while between these two lines is the name "Manz" in gold—a particularly striking first page. Page 2 of this outer section has an illustration of the original Manz wood-cut shop, printed from two-color line engravings. At the extreme right of page 3, and down the left side of page 4 (of the outer section) are views in the Manz plant, made from kodachromes and reproduced in four-color process. The central portion of the inside spread of this outer section carries a very light tint reverse plate with the years spelled out. The inside section is on a sheet 26 by 28 inches, folded to 13 by 14 inches, and was produced entirely by offset. On the first page of this section is an illustration of Chicago in 1866, a water color reproduced in four-color process by offset. An historical sketch of the Manz company starts on this page and runs over to the next, and on the next right-hand page is a tip-on illustration, 9¾ by 12¼ inches in size, from a carbro-print photographed with a one-shot camera, reproduced in four-color process by offset. This tip-on is on heavy offset enamel paper, while the sheet forming the rest of the inside section is a heavy offset paper with deckle edge at bottom. The back page of this inside section gives historical notes on Chicago. An imposing, characterful piece, of which everyone having a part in its production may well feel proud.

24th MARCH 1834. WILLIAM MORRIS BORN

THE Kelmscott Press was founded by William Morris in 1891. The books produced by the Press were heavily decorated with initials and borders designed by Morris himself who went back to fifteenth century books for inspiration. He also cut three type faces: a roman face called 'Golden', and a black letter in two sizes—'Troy' and 'Chaucer', the latter being used for the Kelmscott Chaucer, the greatest work of the Press, which rivalled the splendour of the great books of the fifteenth century.

1942	MARCH	1942
Sunday	1 8 15 22 29	
Monday	2 9 16 23 30	
Tuesday	3 10 17 24 31	
Wednesday	4 11 18 25	
Thursday	5 12 19 26	
Friday	6 13 20 27	
Saturday	7 14 21 28	

Alas, March! we know thou art
Kind-hearted, spite of ugly looks and threats,
And, out of sight, art nursing April's violets!
—HELEN JACKSON

Set in Venetia

JULY

I saw the lovely arch
Of Rainbow, then the sky,
The gold sun burning
As the rain swept by.
—WALTER DE LA MARE

Sunday	5 12 19 26
Monday	6 13 20 27
Tuesday	7 14 21 28
Wednes.	1 8 15 22 29
Thursday	2 9 16 23 30
Friday	3 10 17 24 31
Saturday	4 11 18 25

23rd July 1584. John Day died

JOHN DAY, who was born in 1522, was the first type-founder to cut Saxon characters, and one of the first to cut roman and italic types on uniform bodies. With the encouragement of Archbishop Parker, he strove to improve English printing in the latter half of the sixteenth century by the skilful use of good types, initials and ornaments. One of his notable productions was Foxe's 'Book of Martyrs', a handsome work of 2,000 folio pages.

Set in S. P. B. Old Style No. 3 Roman and Italic

SEPTEMBER

1941

'Sell me the meadowlands, and still
Ripens the upland corn.'
In September.—Francis Ledwidge

Sunday	7 14 21 28
Monday	1 8 15 22 29
Tuesday	2 9 16 23 30
Wednesday	5 10 17 24
Thursday	4 11 18 25
Friday	5 12 19 26
Saturday	6 13 20 27

15th September 1712. Fournier le jeune born

PIERRE SIMON FOURNIER (styled le jeune) was the most famous of a celebrated family of French typographers. He issued in 1764, a *Manuel Typographeur*, in which he advocated a point system, identical in principle to the present day system. Among the many types he cut was a decorated titling letter, in a revival of which the word September is set.

Set in 'June' Titling and Modern Galleys with Modern Bells

NOVEMBER 1941

Red leaves and flowers and shining pools are crowded;
A few stars sail upon a windy sky,
And the moon is clouded.
—P. H. B. LYON

Sunday	30 2 9 16 23
Monday	3 10 17 24
Tuesday	4 11 18 25
Wednes.	5 12 19 26
Thursday	6 13 20 27
Friday	7 14 21 28
Saturday	1 8 15 22 29

17th November 1940. ERIC GILL died

Popularly styled as the latter-day William Morris, Eric Gill expressed himself in a wide range of activities, including wood-engraving, sculpture, carving of inscriptional lettering, type designing, and printing. His best known type designs are the 'Gill Sans', in which this page is set, and the 'Perpetua', which is used for the December page.

Printing students at London's North-Western Polytechnic are carrying on impressively, blits or no blits. A new production is a calendar and desk book, 5½ by 8½ inches. Sample pages are shown above. Note how nicely each page is done in the style of the famous typographer briefly described.

GOOD IMPRESSIONS

For Lovers of Liberty Everywhere — VICTORY



For Dictators and Their Dupes — DEFEAT

Through thick and thin for twelve years, without interruption. Such is the record of the house-organ of Livingstone Press, Toronto. Here is the 9½ by 4-inch two-color envelope of current issue.

A FEW WISE WORDS BETWEEN TWO WISE BIRDS

• You're wise enough to know the value of good printing, and we're wise enough to know just how to give you consistently good printing and good service at consistently reasonable cost. With such wisdom between us, why not put our heads together and work out a program of printed selling that will do wonders for your business? We know you have plenty of good ideas; we have plenty of them, too. That's a combination that should be unbeatable. Try us out. You'll find why, as creative printers, we do far more than just turn out top-notch work.

THE GRAPHIC PRESS

• GREENleaf 3417

• Chicago •

309 West Jackson Blvd.



This is Blotter No. 2, reproduced full size, 9 by 4 inches. Electros are supplied with full one-eighth inch bleed all around. The cost of both black and color electros for Blotter No. 2 is \$3.78. If you want the black electro alone the cost is just \$1.52, and the color electro alone is \$2.53. All charges include postage. Last month, several printers ordered electros for the black alone for their own blotters and then ordered color electros for their customers.

New Series BLOTTER NO. 2

**Presenting the Second Business
Producer in The Inland Printer's
New Campaign for Subscriber Use**

NOW that you have had an opportunity to consider the many and obvious advantages of using a consistently repeated series of blotters to get inquiries and new business, take a look at Blotter No. 2 in the new INLAND PRINTER campaign. The first blotter, last month, featured a parrot; this time, as you see, two owls provide the attention-getting element so very important in any advertising. And next month, it will be the strutting peacock.

These blotters, you may well know, are part of a copyrighted service offered by THE INLAND PRINTER to its subscribers. The only charge is for the electros, and the only provision is that only one printer (on first-come, first-served basis) is privileged to use the blotters in any one locality for obvious reasons.

Any blotter, No. 2 included, can be used individually with profitable results, but we all know how much better it is to carry on a campaign with regularity and continuity as well as effective sales appeal. That's why we're making the current blotters related in style of layout and illustration as well as in headline and copy. We'd like to see our blotter users, who are increasing in numbers every month, decide without delay to use the whole series instead of individual blotters on a hit or miss basis.

Since birds are the subject of the new blotter series, we can't help repeating the lesson that comes from the persistent but successful woodpecker—*keep pecking away the blotter way; it's bound to pay.*

If you missed out on Blotter No. 1, in the September issue, refer back to it and consider it along with No. 2. Then send us your order for the electros for either one or both blotters, together with word as to whether or not we should keep right on sending you succeeding months' blotters as they appear.



The Pressroom

BY EUGENE ST. JOHN

Pressroom questions will be answered by mail if an addressed, stamped envelope is enclosed, and kept confidential if so marked

Modern Quoins Required

In an attempt to prevent twists in form, we have just acquired a complete set of iron furniture. This is not new but appears to be true. The first time that we locked a form for a job cylinder press using this furniture, part fell out and smashed the press. We were locking all solid iron furniture except reglet both sides of quoins and inside the chase. What we want to know is whether this furniture can be used on this press, whether wood reglet must be used between pieces of the iron furniture and any other hints on the use of this furniture. We are using regular old-style metal quoins.

You want to be sure that the iron furniture is true. While it is customary to use reglet between only the quoins and the metal furniture and chase, there is no objection to surrounding the form with reglet or carrying it between sections of the iron furniture. With the speed-up in printing of today, modern quoins with direct thrust pressure are displacing the old quoins of other more leisurely days. The modern quoins are safer and time-saving. If the old

These smaller forms must be very carefully sounded for loose units and above all must not be arced but flat on the stone.

Sheet With Bias on Edge

The enclosed 22½- by 35-inch sheet was printed on a 25 by 38 cylinder press. After working for five hours and doing everything we could possibly think of to prevent the rule at the bottom (end guide) from printing crooked, we finally had to give up and print the job on a sheet measuring 25 by 38. The job then ran perfectly. Could you suggest anything that might be done to prevent the rule on the edge of the form from printing crooked on a job of this kind, on which there is not much margin? Do you think it at all possible to run the job on the smaller sheet?

You may run the job on the smaller sheet provided it is rectangular and not cut with a bias on the edge as was the sheet in question. When a sheet is to be printed which, in the parlance of the print shop, has been "squared" on the paper cutting machine and one or more edges of the form are out of parallel

Lines in Roller Surface

Will you kindly examine the enclosed sheets which were printed on a cylinder job press? The parts of the print marked in pencil show a peculiar marking which looks like the grinding pattern of the metal vibrator transferred on to the form rollers. The manufacturers of the press claim it is not due to the metal roller. As we cannot get a satisfactory explanation from the manufacturer, and having tried different inks, colors, and rollers, we would appreciate your finding in the matter.

These fine lines in the printed impression, not parallel to the rollers but at a right angle to them, have been traced to three causes: (1) insufficient buffing to remove the lathe marks from the metal vibrator, (2) not enough end play (sidewise motion) of the form rollers, and (3) rollers waterlogged or hard so that they have lost their tack. You can check (1) and (2) and finding that these are not the causes, it is very likely that the rollers are without tack, a trouble quite common during periods of high humidity in the summer. Sometimes setting the form rollers a trifle hard against vibrator and form will do away with these lines, otherwise it is necessary to get rollers with tack, if tack cannot be restored to those in use by fanning dry, warm air over them.

Anti-workup Fluids

Do you advertise in your magazine or have you heard of any fluid or mixture that might be used on the back of a type and cut form to eliminate workups? We, of course, realize that most workups are caused by poor justification and that is the real solution. However, we have heard of some compounds which are used very successfully in combating this trouble after the form has been locked up.

We do not recommend the use of any such makeshift because obviously it is a nuisance, preventing free distribution unless the form is to be thrown away after the run. Justification is most important and for a makeshift when it is lacking we favor slug-high sinkers which

Printers everywhere responded instantly to IP's new "direct-by-blotter" series which started last month. There still may be time to be the printer in your locality to have this sales-making feature.

quoins are used, each must be turned right and the pairs placed the long way of the chase must be locked toward the left. The pairs placed the short way of the chase and at its right end, as you stand facing the chase on the stone with its longer dimension parallel to your chest, must be locked toward the side of chase next to you. Unless close attention is paid to the arrangement of the old quoins, it is easy to send a form to press insecurely locked.

with the edges of the sheet after the edge of the form next to grippers has printed parallel with the gripper edge of the sheet, the first suspicion to be entertained is that the sheet is not rectangular and it should be folded once in both directions when the opposite edges may be measured against each other. Any bias in the edge of the sheet may be detected. Make it a habit to thus test all "squared" sheets and you will save yourself a lot of grief and lost time.

may be obtained from paper dealers. Various fluids, including stale beer, have been poured on the blanks in the form surface and after seeping down and drying, by their adhesive quality tend to hold the units of the form together against working up. But any such fluid interferes with distribution and could be recommended for use only with forms to be discarded after the run. Another objection is the effect of fluid adhesives on wood mounts.

Music Books by Offset

... I should like to ask your advice as to another matter: Before long it will be necessary to print a *second* edition (about 1,000) of a hymn book, words and music, with about 650 pages. The first edition was done by lithography from lead plates by the only man in Rio de Janeiro who can print music, but it is out of the question to do the work that way next time. The only way I can think of doing the job is with zinc line etchings which will mean a considerable expense even if they are not mounted. I also thought the work might be done on a multilith machine but that it would not take large enough paper to print an eight-page sheet. Perhaps you may have some other suggestion to make. To buy music type and attempt to print direct from it would seem quite out of the question on account of the expense.

Since you have been considering multilith, the present lithographed edition is probably sharply enough printed to yield photographs which are clear enough for use on the multilith. If this is so, the most economical method of reproduction is photomechanically by offset. The offset presses are available in sizes larger than multilith, from 21 by 28 to 50 by 72 sheet size. The offset press manufacturers advertising in *THE INLAND PRINTER* will be pleased to send you information in detail.

"Printing" Flock?

Some time ago I read an article in an engineering magazine about a company that is printing decorative designs on paper with flock, at a high production rate. Have you ever had any article in your magazine on this process? I am very anxious to know what kind of binder is used and how the flock is applied at high speed.

You may be sure that no one is "printing" flock but some one may have a method of applying the flock to the binder (size) while the press printing the size is running at moderate speed. The ink makers advertising in *THE INLAND PRINTER* will inform you about binders and if any one is applying flock speedily,

Thorough Makeready

My pressroom problem is confined mostly to a particular press, a job cylinder and its distribution. Enclosed are two samples to illustrate what I mean. When running a heavy type form, two up with halftones in it, it seems as if I either have to flood the form with ink or run too light. In running a lighter form with a couple of small halftones in it, I can get proper distribution and supply of it. Have used a halftone black advertised in *THE INLAND PRINTER* with best results and have used composition rollers but I believe synthetic rubber ones are best for halftone work. Perhaps these jobs aren't made ready correctly, but to me the rigidity of impression doesn't seem to be so strong on this particular job cylinder press. Please comment.

In a helpful spirit, to be frank, there is nothing wrong with the press or the rollers but the makeready is not thorough and complete and the entire form lacks impression. If you were to hand the larger job to the foreman of a well managed pressroom, he would say either, "Give it another overlay," or "Go ahead and make it ready." You

will find it helpful to install a mechanical overlay and either a sheet heater or spray gun. Suggest that you get one of the manuals of presswork for sale by the book service department of *THE INLAND PRINTER*. Do not blame the capacity of the press until by makeready you have made all type and cuts print with a scant supply of ink and have supplemented such squeeze with a cut overlay which is a replica of the tones in the cuts necessary to give them sufficient squeeze.

First Color Crystallized

We are herewith enclosing samples of a job we printed and find that they stuck somewhat and when it was put in cutter for trimming, the blue ink peeled off of the underlying gray ink. However, the blue penetrated on the blank paper. If you rub your finger over the cut, you will note that the ink rubs off the gray. It seems to have crystallized. You will note also that the blue after drying is not a solid color but looks specky. Printer claims that no dope was put in the blue ink but some dope was put in the gray ink.

If you can hold register after trimming, which is doubtful for it is seldom possible, the job may be saved by running a light film of bond blue over the blue which rubs off of the gray. It may be necessary to add a turpentine-wax compound or other wax compound to the bond blue ink to enable it to hold.

If the job must be reprinted, send sample of bond paper with name of press to be used to the ink maker together with proof of job and get special gray and blue inks which may be used straight from the can. Or the printer may mix the gray from job black and cover white, and use a bond blue, but in either case the blue must go on the gray when it is set just enough for handling without smearing and positively not bone dry. This is a general rule to be followed in all overprinting of inks. When varnish is to be overprinted, the ink should be bone dry but it should be just set when ink is to be overprinted. This rule should be made a habit to save much trouble. In the case before us the gray dried glassy and the blue was not heavy (stiff) enough for bond paper and dried mottled, on the blank paper, and was too soft to hold on the slick gray, without adding a wax compound. Any of the ink makers advertising in *THE INLAND PRINTER* will help you.

COPPER RIVETS

By O. Byron Copper

- ◎ Many a printer has hidden his light under a bushel, whereas the paste-bucket would have sufficed.
- ◎ The wise man looks for the germ of inspiration in every personal affliction.
- ◎ Happiness is a state of mind most readily attained by one who lives decently.
- ◎ Many human hatreds spring from envy.
- ◎ The words, "Pardon me"! are used too often as a license for ill manners.
- ◎ The printing business is like anything else: One cannot take out of it more than he puts in.
- ◎ Among printers, as elsewhere, a man of wit often passes for a man of wisdom.
- ◎ The wiser a man becomes, the more clearly he sees how pitifully little he knows.
- ◎ If confident you're on the right side of the argument, why lose your temper.
- ◎ Any printer rates high whose virtues hold a 1 per cent majority over his faults.

Decorating Steel Sheets

I have a customer who is interested in printing rules on heavy sheet steel. The material is about 12 by 16 inches and is to be printed similar to a carpenter's square, with measuring rules down two sides and a circle in the center showing degrees. I want to know if it is practical to print these steel sheets by letterpress, using rubber plate. The printing should be clean cut and fairly durable, although a well printed job with proper ink would be durable enough if the clean-cut print necessary could be obtained. If this method is not practical, what method would you recommend? Could a good job be done with silk-screen method?

You may print on sheet steel from rubber plate, using suitable halftone ink and the lightest possible impression, on a platen press. If the design is not too fine, the silk-screen process may be used. For the highest grade of work, transfers (decal) are made from intaglio plates. The work may be protected by varnishing. Let the suppliers you consult see a copy of the design. Consult your inkmaker as to the best ink for the job.

Celluloid Drawsheets

Referring to article in the August INLAND PRINTER, first column, page 50, will you please advise where in New York City, I can obtain a celluloid and/or nitrocellulose top sheet? I want it for type printing on hard bond paper (100 per cent rag) on which is already printed a steel plate impression. I would also like to know if the sheets come for small cylinder press.

You may get sheets of celluloid or nitrocellulose from photographic supply stores. If they have no sheets large enough for your purpose, they can get them for you.

Roller Ordering Time

Just when to order the summer rollers is a moot question. The rule of one old-timer, followed through the years, proved highly satisfactory. He ordered the summer rollers (allowing time for the rollermaker to season them) when the steam of the heating system was turned off for the summer. He ordered his winter rollers when the steam was turned on for the winter.

Letterpress for Gold Ink

I have a problem with which you may be able to help me. There are several jobs to be run in blue and gold—heavy borders in gold, type in blue, on rag-content bond from zinc line etchings. Which method is preferred, for quality of work and economy, letterpress or lithography?

If by lithography you mean offset, there is no choice as gold ink is not well printed by offset. Letterpress is preferred and two impressions, the first in size, the second in gold ink, are required on rag-content bond. The gold ink is printed on the size when it is just set, not bone dry. Another method is to print gold bronze size and send the sheets through a bronzing machine if one is at hand. This printing may be either letterpress or offset. Gold ink may be well printed by gravure.

Sympathetic Inks

From time to time during the past few years we have noted items in "Pressroom" concerning sympathetic and other special inks, and would like to know if all such items are available in pamphlet form. Besides sympathetic inks, made legible by both heat and water, there were items about sky-writing ink that burns a message in the sheet, fluorescent and phosphorescent inks, and so on.

So far as we know, the only source of supply of these items is the back issues of THE INLAND PRINTER. However, you may find sympathetic and other special inks described in two recent books on printing inks which may be obtained through the book service department of THE INLAND PRINTER, "Printing Inks," by Carleton Ellis, and "Printing and Litho Inks," by Herbert J. Wolfe.

Speed and—

My foreman worships speed. Is that truly the greatest thing?—Montana.

It is not. Accuracy comes first. But the more speed you can show in good, clean, accurate work, the better worker you are.

Gold Lettering on Velvet

Can you tell us the process used in gold lettering velvet cloth? Or can you give us the name of some concern that makes pennants and banners on velvet?

Gold lettering on cut velvet is done by bookbinderies and by the silk-screen process. If the letters have broad bold lines, it is possible to print them. The first impression is made in varnish, No. 1 at average temperature, No. 2 or No. 3 if temperature is very high. The varnish



"In the Days That Wuz"—Thin Spacing

crushes the nap to some extent, and affords a surface which will take the following impressions and prevent them from filtering into the fabric. When the varnish is well set but not bone dry, the second impression, in register, is made in gold ink base or size. All the varnish and size possible without filling is used. After the size is set but not dry, the gold ink is printed in one or two impressions.

If gold leaf is used, the first impression in varnish and the second in gold leaf size are needed. A loose frisket of oiled manila tympan paper is slipped over the grippers after the size impression, the gold leaf is laid over the print in size, and the following impression on the frisket presses the leaf on the size and secures it. When dry, the superfluous leaf is removed with fur or cotton.

Mechanical Overlays

Will you kindly put us in touch with a concern or concerns who sell mechanical and chalk overlays? Are there any overlays on the market at the present time which are being used successfully on all types of work? We would like to get some literature on this subject with a view towards trying out one or two of these systems.

Mechanical overlays are standard equipment in pressrooms running halftones on any grade of work. Not only are these overlays helpful in getting better prints, but they also save time, and, if properly made and used, give assurance that the halftone makeready is thorough and correct and the maximum in contrast is being obtained from the halftones, often a debatable question when hand-cut overlays have been used. The mechanical overlay is at

present rapidly increasing in popularity as a great aid in keeping in step with the accelerated tempo of printing today. The overlay manufacturers advertising in *THE INLAND PRINTER* will be pleased to send you information in detail on request.

Printing on Plastics

In some of your past issues you have discussed printing on plastics, describing the correct procedure, inks, and so on. I would like to get information on the subject.

Rubber forms are preferred for printing on plastics — with a very light impression. The special inks needed may be obtained from the inkmakers advertising in *THE INLAND PRINTER*. The printed sheets may be slip-sheeted or laid out shingle-wise to let the ink dry before handling.

CONSIDER, for a moment, the advertisement reproduced below at the left. It first came to light in March, 1940, when *The Inland Printer* carried the results of a "Typographic Super-Clinic," consisting of the products of The Typocrafters, who are among the country's most expert typographers. This ad was a reset to show improvements possible in a current St. Louis newspaper ad. It withstood the test of competition when it was voted a better layout than one submitted by a student of the Chicago Typographical Union School and shown in our July issue. But now comes Will Laufer, typographic specialist, of Detroit, Michigan, with the layout shown below at the right which, he says, is to be preferred for any one of a number of first-class reasons. So, once again, we ask your opinion

"WHICH ONE OF THESE DO YOU THINK IS BETTER?"



**Call MAIn 3222
for a FREE HOME
DEMONSTRATION
ABC Electric Washer**

Model 400
Illustrated
\$89.95

**Other Models as Low as
\$49.95**

Charge it on your electric bill,
pay monthly. (Small charge
added for monthly payments.)

**LIBERAL
ALLOWANCE
FOR YOUR OLD
WASHER**

ELECTRICITY IS CHEAP IN ST. LOUIS

UNION ELECTRIC COMPANY

12th and Locust • MAIn 3222 • HOURS: 8 to 5, including Saturday
Grand at Arsenal • 2719 Cherokee • 305 Meramec Sta. Rd. • 6500 Delmar
Euclid at Delmar • 231 W. Lockwood • 7179 Manchester • 249 Lemay Ferry Rd.
6304 Easton

Dealers are also showing modern electric laundry equipment

**Call MAIn 3222 for a FREE
HOME DEMONSTRATION
ABC Electric Washer**

MODEL 400 **\$89.95**
ILLUSTRATED

Liberal Allowance for Your Old Washer
OTHER MODELS AS LOW AS \$49.95

Charge it on your electric bill, pay
monthly. Small charge for monthly
payments. Dealers are also showing
modern electric laundry equipment.



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ELECTRICITY IS CHEAP IN ST. LOUIS

THIS ONE? It's the work of John M. Lamoureux, of Warwick Typographers, St. Louis, and represents a remarkable improvement over the original ad which appeared in a St. Louis newspaper. When compared to the product of the Chicago Typographical Union School in the July issue it was found by most readers to have a great many points of superiority in design and greater likelihood of results from a merchandising viewpoint. Mr. Lamoureux prefers emphasis on \$49.95 rather than the \$89.95 price of the washer illustrated.

OR THIS ONE? Here is the way Will Laufer, well known Detroit layout man, believes the ad should look. Mr. Laufer feels that his set-up is in more logical order, has greater rigidity and holds together as a better unit. He points out that the words, "Electricity is cheap in St. Louis," should be placed at the bottom as a catch line instead of in the middle of the ad where it breaks up continuity. He features the \$89.95 price instead of the \$49.95 price. Let us know which price *you* would feature when sending us your vote on these two layouts.

WATCH TODAY'S SKIES for the first STRATOLINER!

Just at noon today, the first Stratoliner to visit Chicago will make its appearance over the Loop. As you watch it, a mile in the air, remember this: It is the largest, newest and finest flying transport in service anywhere in the world. It is four-motored for greater power, greater speed and greater smoothness. It carries 33 passengers and a crew of 5. It gives you the fastest and most luxurious service ever offered from Chicago to New York and to California.

TRANSCONTINENTAL
Airlines

WATCH TODAY'S SKIES

for the first Stratoliner!

Just at noon today, the first Stratoliner to visit Chicago will make its appearance over the Loop. As you watch it, a mile in the air, remember this:

It is the largest, newest and finest flying transport in service anywhere in the world. It is four-motored for greater power, greater speed and greater smoothness. It carries thirty-three passengers and a crew of five. It gives you the fastest and most luxurious service ever offered from Chicago to New York and to California.

T-R-A-N-S-C-O-N-T-I-N-E-N-T-A-L
A I R L I N E S

WATCH TODAY'S SKIES For the First STRATOLINER

Just at noon today, the first Stratoliner to visit Chicago will make its appearance over the Loop. As you watch it, a mile in the air, remember this: It is the largest, newest and finest flying transport in service anywhere in the world. It is four-motored for greater power, greater speed and greater smoothness. It carries 33 passengers and a crew of 5. It gives you the fastest and most luxurious service ever offered from Chicago to New York and to California.

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STRATOLINER ADVERTISEMENTS CHOSEN BY TYPOGRAPHER

WATCH TODAY'S SKIES for the first Stratoliner

Just at noon today, the first Stratoliner to visit Chicago will make its appearance over the loop. As you watch it, a mile in the air, remember this:

It is the largest, newest, and finest flying transport in service anywhere in the world. It is four-motored for greater power, greater speed and greater smoothness. It carries 33 passengers and a crew of 5. It gives you the fastest and most luxurious service ever offered from Chicago to New York and to California.

TRANSCONTINENTAL Airlines

● The Stratoliner ad was full of new interest and its message had to be driven home forcibly in a few short paragraphs. Logically it was to appear one time only—in a morning newspaper. To be successful, it had to create enough interest in the morning newspaper reader to force him to lift his eyes to the sky during a busy lunch hour and view one of the latest achievements in air transportation—and to imprint on his mind that it was a Stratoliner with real super-service.

The use of strong, forcible display with intelligent distribution of white

space was necessary to create this interest and to carry the news value.

First choice takes on the appearance of a tabloid news item. Extreme contrast in type sizes forces the headline onto the reader—a sufficient margin of white sets it off from other material on the newspaper page. The eye is lifted skyward through the stepping down in size of the display lines. You begin immediately to "Watch." Elimination of the hyphens in the signature line is recommended.

Second choice holds the attention and gets its story told quickly. The clever

typographic illustration explains the term Stratoliner to the reader.

Third and fourth choices are more conservative and rely upon white space and contrast to retain interest. Fifth choice, by its contrast in color on the headline and the unusual method of text handling, has plenty of eye appeal.

The five advertisements shown here would, no doubt, rate high in reader interest and reader memory. Too many of the ads shown in previous issues of *THE INLAND PRINTER* relied too heavily on ornamentation or display to get the story told simply and quickly.

★ Editorial

WHEN the Hawk Strikes

The hawk-like swooping down of the Federal Trade Commission among the flock of far-flung local printers associations with sharp talons extended in complaint of "agreements, combinations, fixed and uniform prices, and discounts" recalls the fiasco of the Commission some twenty-odd years ago when it cited United Typothetae of America for using a price list. Testimony was taken in Chicago; New York City; Portland, Oregon; Seattle, and other cities. The testimony, however, only brought out the fact that the so-called Standard Guide or price list contained merely prices of unit operations, and that it was possible and most probable for two or more printers using the Standard Guide on the same job to arrive at different final totals for the entire job. When the testimony was all in and the arguments made, the Commission hadn't made its case and virtually acknowledged that the U.T.A. was not guilty as charged.

It all reverts to the factual conception of printed matter as it is sold and produced. Printing is not a commodity. It is sold before it is manufactured. It is priced on the basis of service and a previous estimate and quotation, involving a number of separate operations, the man-time or the machine-time of which varies in different plants. When extended from a price list these operations will show different final prices. No printers' organization can fix prices because of the very nature of the business and the element of human nature which enters into competition. Wherever it has been tried, sooner or later it has met with failure. The F.T.C. is wasting a lot of time, if experience is any criterion, bothering with fixed prices on stationery, catalogs, and the usual run of printing being done in local printing centers.

FRIENDS in Adversity

One of the factors influencing America's commitment to help England to the limit is the spunk shown by the British people under one adverse circumstance after another. With bulldog tenacity the people of the "tight little isle" hang on to their declared purpose never to give up. Enemy bombs may reduce homes and factories to rubble or burn them to ashes and twisted ruin, but before the dust has settled or the debris cooled, the doughty Britisher with the help and coöperation of friends and competitors has set up for "business as usual" in a nearby location.

A correspondent, J. Perry, of Adams Bros. & Shardlow, tells of an incident which occurred when that printing plant was "blitzed." "There was not time to think," he says, "but the first phone call marked the beginning of the meaning of the word 'federation' among master printers. 'We are burnt out. Will you help us with some of our work?'"

"Any thing we can do will be done. Our place is at your disposal," came the reply. A temporary office was established in a building loaned by a friend. The staff was gathered together and dispatched on various errands

and duties—obtaining paper, envelopes, stamps, typewriters, *et cetera*. Letters to customers were written at once.

"While all this was going on," continues Mr. Perry, "friends were arriving with offers of timely assistance. The union representative called. He offered help, and right nobly he gave it. The word 'union' began to have a closer meaning to us. It was amazing how people found us, and it will never be forgotten that they took the trouble to do it just to offer their assistance."

When the employees of the shop came to the temporary office, their spirit was truly wonderful. When told they would not be let down, with tear-dimmed eyes and silent handshakes they went away. They played up! Soon all were at work again at the same business, though no one felt quite the same about it. But out of the inferno, a new understanding had come. "A deeper, truer appreciation of those we see and deal with every day had emerged. Our experience has been shared by others up and down the country. Out of it a magnificent spirit has come, a wonderful bond of good will and coöperation has been forged between competitors. Sacrifices cheerfully and willingly have been made that members of the printing trade may the better help one another."

Truly, our British friends have found friends in adversity are the truest friends of all.

NATIONAL Interests of Printing

Lacking any substantial evidence to the contrary, the printing industry of the country seems to be utterly devoid of a national agency representing it at Washington, particularly in getting sensible rulings and interpretations of regulations applicable to commercial printers on wages and hours. Such findings as have come out of the WHA appear to have been largely through the efforts of a few local associations instead of through any concentrated national endeavor.

The conflicts arising in the twilight zone between commercial printing and converted paper products is playing hob with a lot of producers. The WHA is not helping much, because in this instance as in hundreds of others it does not understand the peculiarities of the industry, is not clear as to the meaning and intent of the law, and apparently is groping around a lot to find "what it's all about."

Since the old Typothetae was scuttled in the NRA brainstorm that swept American industry, the printing industry has had no representative and authoritative body with a voice powerful enough to command attention. Despite all efforts in the past few years to evolve from the wrecks of that storm a forceful organization which could adequately represent the industry at Washington, the printing industry still finds itself in an hour of need "without kith or kin to say aye or nay" in its behalf.

Such a state of affairs is no credit to the industry. The time has come when associational traditions and

selfish prejudices should be banished and a wholehearted effort made by all printers of the country to rally behind an institution with accredited leadership and sound financial backing in order that the industry may be sure of a steadfast guard standing watchfully over its national interests and ready to defend them whenever threatened.

WORK With the F. B. I.

The Federal Bureau of Investigation, whose activities nowadays are chiefly against sabotage, espionage, and other subversive efforts to disrupt or delay national defense, has let it be known that the consciousness of men in industry and trade should be aroused to a close watchfulness and intelligent alertness in order to forestall subversive efforts.

In the past, printers have played their part, and a good one at that, in preventing or forestalling the work of enemies within our gates and often in assisting in their apprehension. To those who have had that experience, it need only be said that the present holds as many, if not more, dangers as ever the past held. Again they may perform a most valuable service to the Government by continuing their alertness and watchfulness. Printers encountering suspicious actions, circumstances, or conditions will wisely get in touch at once with the nearest F. B. I. office and thereafter act strictly under its instructions until the matter is cleared up.

CRAFTSMAN Shortage Impending

There come times when we have an almost uncontrollable desire to say, "I told you so!" For years, particularly for the years of the erstwhile depression, THE INLAND PRINTER has been preaching the necessity of every printer taking a substantial and practical interest in training apprentices. We have repeatedly pointed out the time would come when the industry would be undermanned.

Now, word comes to us from almost every printing center that the craft is definitely confronted with a lack of available craftsmen to man its shops. Many indications point to this shortage as soon becoming acute. Skilled craftsmen in printing, particularly machine men, are going over to the better wages of machine-tool plants and other munition works. Others are joining the colors, beckoned by the draft or answering their orders as reserve officers. The armed forces and the armament works are calling men away from the vocations of peace, leaving them devoid of reserves or replacements, and virtually stripped of adequate man-power. What we have so often predicted has come true!

The nation now is in "emergency"; it may last for years. The most optimistic do not expect the national defense program to reach its zenith of production until next summer. In any event, the indications are that shortage which confronts our industry today will be with us for some time unless we fill up our printing schools and shops with apprentices in an effort to meet the problem as it approaches us in its more intensive form. Educational committees of all printers associations no doubt are awake to the importance of their task of leading the way for the industry in its dilemma.

WHILE Waiting

The writer sat beside the desk of a printer while the latter opened his morning mail. From an envelope he withdrew a two-fold folder, from the folds of which he lifted a check. He passed the folder to the writer. It had enclosed a dividend check from the U. S. Steel Corporation. Its six pages were printed—one bore a message from the treasurer, another an income statement from the comptroller, a third set forth seven suggestions. The remaining two pages bore a message on national defense from which we take the following significant paragraph:

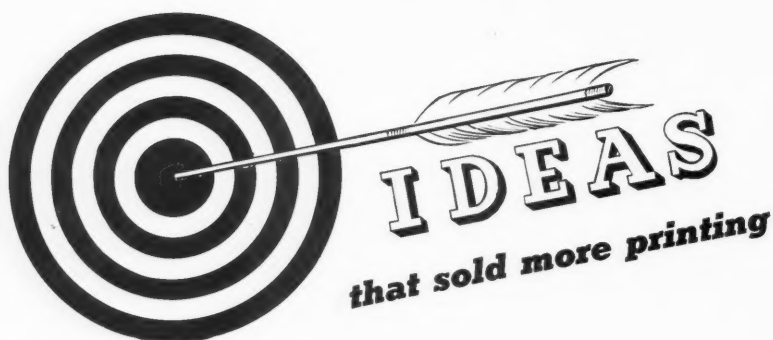
"The nation is today sharing in the benefits resulting from the plant expansion and modernization program of United States Steel. This forward-looking activity, which is being continued, has made it possible to supply the unusual quantities of steel demanded by the present emergency."

Many of you will remember that during the depression, U. S. Steel Corporation announced a program, calling for the expenditure of many millions in revamping and rebuilding a number of its plants, in erection of new buildings and in modernization of most of the machinery. Depreciation and obsolescence surpluses and even borrowed money were put into the work at a time when materials and labor could be had at low prices. This forward-looking corporation recognized that much of its mammoth combined plant was worn and inefficient, was no longer as productive as modern equipment and machines. Its leaders had faith that the future would need steel, better steel, and more of it. Today the steel industry of the country, even after expansion and modernization, is taxed to capacity to turn out its product to meet the emergency demand.

Here is something for American printers to think about. We are passing through a period when war industries are demanding and taking materials and men for the nation's program of national defense. The printer's product, essential as it is in management, is in less demand for business promotion. American print shops are not crowded to capacity. While waiting for the military emergency to pass, they have considerable time on their hands. Later, when the emergency shall have passed, when the nation shall have become sufficiently trained and equipped and no longer fears the "threat of invasion," business will awaken to a new morning of peace and prosperity. Advertising will again step to the throne of sales promotion and wave its scepter. Then will "His Majesty's Printers" be commanded to produce printed material, in quantity, quality, and quickening power, such as has never before been dreamed of.

Taking a cue from the steel companies, it would seem that now is the time for American printers to undertake a program of modernization in preparation for the time a few years ahead when the demand for printing again will be at capacity. Dispose of machines and equipment no longer profitably productive; make place for the new and modern. Get ready now so as to be ready then. All this can be done without unwisely expansion for which there is little or no call at present.

IP



Miniature Telegrams

This idea is a fine one but it is necessary to get permission from Western Union or Postal Telegraph before reproducing either one of their blanks or using standard paper stock colors which the firms copyright. A stunt mailing along this line was used recently by Zellerbach Paper Company, of San Francisco.

A small Western Union facsimile window envelope was printed with a window outline on inside of which is "To All Miniature Owners." This referred to the portfolio or miniature idea suggestions on portfolios recently distributed to customers of that company. Across the top of the envelope is the usual corner card of the telegraph company. The envelope, 3 by 1 3/4 inches, is on standard-color telegraph paper.

The message inside is printed like a telegram, with a reproduction of the official blank, in reduced size.

Any firm which uses miniatures in sales kits could adopt the same plan to get entry for representatives. The plan also might easily be sold to any company simply as a novelty mailing.

Printed Table Doilies

Here's an idea that ought to go over big in sections that are in or close to resort regions, and especially so with eating houses that are located on main arterial highways. Eating places can use these printed doilies (see reproduction) to lay on tables in front of guests, and with the map of the region showing routes and the principal points of interest printed on them they serve a double purpose—to attract the guest's attention and interest while at the table, and to provide a souvenir or memento of the visit. Many variations of the plan are possible. Of course it would be necessary to have a different map for each region, but such things easily can be worked out.

New Use of Coupons

An effective mailing has been completed by William Kuttkuhn, Detroit printer and typographer, in which business reply coupons are used in a novel manner. The mailing itself consists of a printed letter, 8 1/2 by 11 inches, with a lower section, 2 3/4 inches in depth, being divided into a coupon on one half and a business reply form on the other half. The section is to be torn off, folded in the center and stapled, sealed or pasted on the right-hand edge, so that the business reply form is on one side and the coupon on the other. Mr. Kuttkuhn calls this idea a "Coupon-letter," saying that it cashes in on the use of coupons to the greatest possible extent.

Ways to Use Calendars

Six mailings used in the advertising of American Type Founders illustrate various ways in which the monthly calendar may be used. The mailings which were developed by Frederick B. Heitkamp, vice-president of the company, were sent to printers and others on the lists of the organization. The theme of the

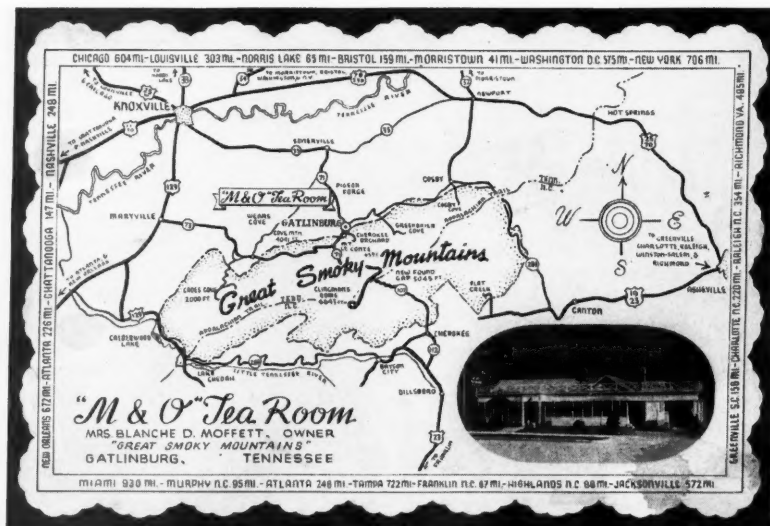
campaign was expressed in the phrase, "3 Point Landing," the three points being the composing room, the pressroom, and the bindery.

For April, the calendar was printed on the cover of a notebook, 4 by 6 inches; in May, the cut-out figure of a man gave the calendar form; in June a "crying towel" was used with the calendar printed in the lower right-hand corner; in July, a "fisherman's rule," actually eighteen inches long but with marks thereon to indicate that it was thirty inches long was the feature. In March and August, regular blotters 4 by 9 inches were used.

The idea back of the campaign was to emphasize to salesmen that "there is more to a printing establishment than a pressroom," and "full coverage of all sales possibilities at each customer call" should be made. Some printers have worked out similar ideas as a result of the use of the mailing pieces.

Sending Press Clippings

Orville E. Reed, Detroit advertising man who publishes "Imp," the "world's smallest house-organ" on a post card, also makes effective use of a small sheet containing space for pasting press clippings. When Mr. Reed finds something of interest to one of his prospects in a newspaper or magazine, he clips it out, then mounts it on the sheet and sends it along. On the top of the sheet is Mr. Reed's picture together with a brief description of his service. These personalized mailings often attract attention where ordinary mailings would be disregarded.



Collection Notice

After mailing a new type collection notice, called "courtesy notice," the Loughry Printing Company, of Fort Worth, Texas, received nine checks within ten days out of a total of only fourteen past due accounts. The notice is printed on stock resembling a bank check and is mailed in a window envelope so that when it is received it attracts immediate attention. The lower half of the notice, which folds under, contains space for a brief typewritten note, written in accordance with the circumstances surrounding the account.

One Tag for All Models

More and more industries and types of business are using informative sales tags and labels for their merchandise, and it has been demonstrated, time and again, that such tags are a definite aid to sales. Here is a field, therefore, that offers unusual sales possibilities for creative printers and their salesmen.

A novel adaptation of the sales tag idea recently was worked out by Trimble Nurseryland Furniture, of Rochester, New York, in collaboration with its advertising agency, Charles L. Rumrill and Company, also of Rochester. Trimble products, Kiddie-Koops and Tip-Top Kiddie-Baths, are manufactured in several different models and price ranges, but as a result of the new idea only one tag is necessary for each line. Here is the arrangement:

The upper portion of the tag (see reproduction below at right) contains a general description of the product and lists the features common to all models. Following directly below this description are the additional features that account for each step-up in price range. Thus, the very bottom feature on the tag applies to the highest priced model.

To adapt the tag to any model to be displayed, the department manager has only to cut, with a pair of shears, along dotted lines marked on the reverse of the card. The tag, of course, is used intact for the highest priced model, and for the lowest priced model all but one of the starred features would be removed. Attractive colors of blue and orange are used, and the tags are printed on heavy buff stock. End-opening heavy manila envelopes are used for mailing. Printing was done by the Paddock Press, of Rochester.

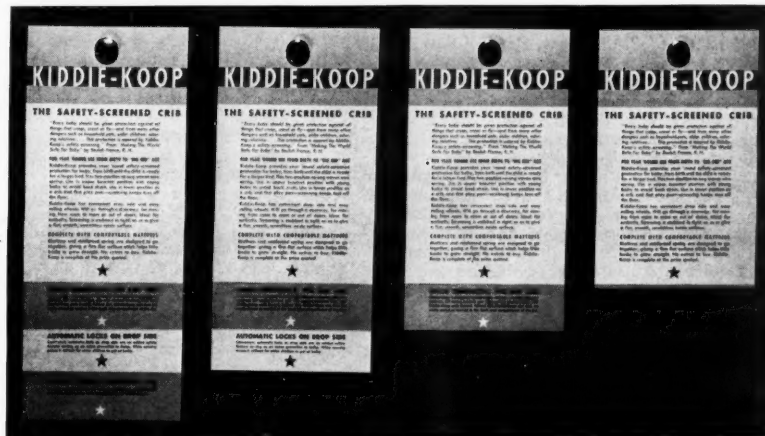


ONCE AGAIN, THE INLAND PRINTER'S IDEA FILE DOES AN OUTSTANDING JOB

Back in December, 1939, the Idea File of THE INLAND PRINTER illustrated and described a novel mailing piece sent out by a Chicago garage urging its customers to prepare their cars for winter driving by changing oil, radiator fluid, *et cetera*. On one fold of this piece were mounted a miniature diaper and safety pin with the message, "Time to Change."

We know that this idea led to more than one good mailing piece where a different approach to the "Time to Change" theme was desirable. But now we find the same idea has been carried even further. This time it's

an entire window display, worked out for the establishment of the Cardinal Printing Service, Montreal, Canada. In sending the photograph, shown at the top of the page, Rodney Wolfe, of Cardinal, points out that THE INLAND PRINTER'S Idea File was responsible for the effective display. We, ourselves, hasten to point out that window displays, though too often neglected, are one of the best and most economical types of advertising a printer can use. Wherever a printer has a display window he can utilize, by all means he should use it to the best advantage.



BLITZKRIEG OVERSEAS NEWS

FRESH FROM THE MAILBAG

THE SPIRIT of British printers is well exemplified in the following letter to the editor from our good friend William H. Sessions, of William Sessions, Limited (The Ebor Press), York, England: "I very much appreciate the way you are meeting us with regard to THE INLAND PRINTER. We had to cut down expenses to meet the reduced output through releasing our younger men for the services, and that means cutting overheads. THE INLAND PRINTER would, to my mind, be one of the last overheads to be cut down, as such, were it not for the fact that its details about new machinery only make our mouths water without being able to import it, and its suggestions of good printing and organization have to be put to one side. We print on what we can get hold of, and organize according to the requirements of the moment. All this is excellent sharpening of our wits, and really we manage to get along wonderfully well, and if the standard of printing is not quite so high as it was, you should see some of the work that our comps, helping in the machine room, turn out. It is very creditable.

"We have not quite reached the high-water mark in improvisation of the Irish country newspaper, where two pages were pried just as they were going to press. The comp was sent upstairs to put something on to explain the two blank sheets, and the harassed proprietor told him to put in anything he thought of as he hadn't time to dictate anything. The two blank sheets appeared the next morning with: 'Owing to pressure on our space these two pages have been left blank.' I hope this is a new one to you, although I fear it is not.

"Our best A.R.P. story is: Kind warden remembers the deaf old lady may not have heard the siren, so he thunders at her door. The peevish old lady calls out from the bedroom window, 'What is it? What is it?' 'An air raid warning,' shouts the warden. 'Well, I'm not coming down. Put it through the letter box.'

"With kind regards, and again many thanks for sending us the paper and for your kind words, William H. Sessions."

The following warning to members not "called up for service" appeared in the journal of the Scottish Typographical Association: "It is essential that members, in their own interest, should continue to make regular payments of subscriptions in order to avoid exceeding the arrears in Association Rule 24, and consequently being expelled from membership of the Association, thus precluding their return to the trade when hostilities end."

NEW BOOK DESPITE WAR

War with its trials and tribulations does not dampen the progressive spirit of printers, as witness the report that Raithby, Lawrence & Co., Limited, of Leicester,

have recently issued a new book or catalog of type faces, on the production of which a great amount of time, thought, and fine craftsmanship has been expended. Type is said, in the foreword, to be "the uncomplaining servant of the educated world, giving generously to its masters, withholding its benefits from few." Interesting also are these sentences from the foreword: "Type has many families—one gaunt of face, another gross; one delicate, another robust. All have a duty to perform. Here is a collection from many families. Some may be upstarts, many are true aristocrats of international fame with an unbroken ancestral past."

A new book, "Modern Publicity in War," shows humorous side to British advertising.



This ugly mug, yet to be made

Commemorates the end

Of one more mug who sunk his land

And couldn't name a friend

But meanwhile (till the mug is made)

We'll drink in glasses clear

Our firm resolve to win the day

In Bulmers golden cheer

Bulmer's Cider

24 lbs. of apples to every flagon

H. P. BULMER & CO., LTD., HEREFORD.

FIVE POINTS TO WATCH

Printers in England have been advised, in an item in *The British Printer*, to note these five points: In daylight take deliberate notice where things are; this will help you to avoid them after dark. Tidy up in daylight so that when darkness comes, there will not be any traps, either for you or any one else; tidiness is doubly important since the blackout. After dark, move about at a reasonable speed. Interfering with the blackout or with lighting may cause added danger; it is not fair to your fellow workers whose lives may be endangered. Remember always that the maintenance of the blackout is part of the industry's job in the war.

So much of the war news comes from "Reuter, British news agency," that it is something of a surprise to find from the *English Process Engraver's Monthly* that the founder of the company was Julius Reuter, a young German bank clerk. He discovered the dependence of German bankers on prices which came in daily from Brussels and that there was a gap in the telegraph service between France and Germany. He started a pigeon post service with which he produced a "scoop" in his native country. He moved to England and saw the need for a fast and broad general news and financial service, worked out such a system, and made it successful. He was naturalized and when he retired his son took over management of the business. The firm is now a thorough-going English institution.

MASTER PRINTERS AGREE

Master printers in England, represented by the British Federation, have agreed with the Printing and Kindred Trades Federation to comply with the Government's request that "peace-time trade-union rules shall not stand in the way of maximum war-time production." War Agreement No. 3, entered into by and between the two national organizations, provides that agreements may be made with local unions for the "variation of agreements." Women may be employed where local unions cannot supply needed skilled workmen; employees entering the armed forces or other kinds of national service "shall at the end of the war be reinstated in their former occupations where at all possible, provided they are able to discharge their duties satisfactorily." Where women are introduced to take the places of men "a reasonable preference shall be given to women in the trade."

Linotype shipment by airplane for the first time in the history of Australian printing is reported in *Newspaper News*. The lino was bought by publishers of *Morobe News*, of Wau, New Guinea, a journal which, prior to the purchase, was entirely hand-set. The machine was encased in packing measuring 5 by 6 by 7 feet, and weighed one and a quarter tons.

The Proofroom

BY EDWARD N. TEALL

Questions pertaining to proofreading are solicited and will be answered in this department. Replies, however, cannot be sent by mail

Personal Note

I have had both pleasure and profit from your book, "Putting Words to Work." . . .—*Ohio*.

Thank you. I have had a number of letters like this from *Proofroomers*; have meant to answer them all personally, but just don't seem able to get around to it. So let me acknowledge these letters, most gratefully, in bulk.

Angle-Body Types

In the angle-body types that are now so popular the type foundry does not supply us with one-point or two-point spaces, and to letterspace we require smaller ones than are supplied with the font scheme. I have used one-point, 1½-point, and 2-point straight spaces in the angle-body type, simply by inserting the straight spaces in the angle-body line and using an em-quad to protect the letters; then by gently tapping the em-quad the straight spaces bend to conform with the contour of the angle-body type.

This looks rather complicated on paper, but any printer who cares to have a compositor try it out will find it works.

Best of everything to a top-notch Graphic Arts magazine.—*Maryland*.

Try this out with such types as Lydian Cursive, Park Avenue, Raleigh Cursive.

Topsy-turvy

I had to set this: "Topsy-turvy are scarcely the words to describe . . ." I asked the proofroom foreman about it; he said, "Follow copy."—*New York*.

The hyphen settles it; "topsy-turvy" is not words, but a word. A compound word. It should have read, "Topsy-turvy is scarcely the word to describe . . ."

Ambiguous

I had this on a proof: "He was a flat boat trader." Wrong. Right?—*New Jersey*.

Yes, you are right. It is not likely that the expression, as quoted, would baffle any reader; at least, for more than a split second. Still, set as three separate words it does suggest at least two possible com-

binations: *flat boat-trader*, and *flatboat (or flat-boat) trader*. The best form, I think, is *flatboat trader* (the noun *trader* limited by the noun of identification *flatboat*).

Proofroom Lights

We wish advice concerning the proper lights for a proofroom. We have three stationary bins for proofs placed on the wall, in front of which is a long table with two drawing boards. The horizontal lamp containing two fluorescent tubes, which we are now using, seems to throw more light into the bins than on the boards, which, of course, is not where we want it.—*Illinois*.

The trouble may be due to some defect in placement of bins, boards, and lights; indeed, from the verbal description of the set-up, it seems reasonable to assume that such is the fact. If any member of the *Proofroom* family has had to wrestle with a similar problem, it would be helpful to hear how it was met and solved.

"Gauchness"

I have for many years been an enthusiastic reader of your opinions and comments on our language, so when we recently printed an exceedingly well written article on some of the difficulties encountered by college students, I felt sure you would be interested. Here it is.

Incidentally, what do you think of the word "gauchness," used in the article? Would you say the article was written with consummate adroiterie, but where did the writer get his word "gauchness"?—*Oregon*.

The article appeared in Vol. 3, No. 10, of *Reed College Notes*, away back in last March; it tells how the college deals with students who think they can't learn to write. The basic idea is that mere correction of mistakes is important but is not enough; the teaching must be constructive, must have in it a dash of inspiration. As to "gauchness," well—the word has no standing at all; it isn't French and it isn't English. The simple English word "awkwardness" would have been much better. Don't you agree?

Who Learned Him?

A lesson that you learn is learned, it is a learned lesson; but what is a learned man?—*Kansas*.

The dictionary doesn't explain this queer twist in the language. Certainly a learned person is not one whom someone else has learned. It's a cantankerous sort of word. Apparently, like Topsy, it "just grewed." Can someone in the class explain it?

True Freedom, Under Law

Hurrah for your article, "Is Grammar Study Worth While." I heartily endorse every word of it; but not the quotation. I had one year of Latin in high school, and I have been grateful nearly every day of my life since, for the mental discipline, and for the comprehension of words and construction it gave. In college I had one year of Greek. A classmate who had not had Latin floundered and dropped out. Perhaps I could not prove a relationship of cause and effect, but in class, as I recall, there were constant instances of lack of thought-processes to which I had been trained in my very fine Latin class.

Believing as I do that law, both divine and human, underlies everything good, I am heartily committed to approval of the study of grammar. True freedom is possible only on a basis of law—either in ethics or in language. Doing away with grammar does not make language free, but only lawless, and at once defeats its only reason for being—to transfer thought.—*Tennessee*.

Fine! This is the kind of letter that makes *Proofroom* worth while. The article on grammar study (noun of identification!) was in the July number. The quotation, from an *Atlantic Monthly* article, "Defeat of the Schools," denied that study of Latin helps in the study of English, and (much more importantly) asserted that "English grammar has almost no value as an aid to the accurate and competent use of the English language." Let me say only this, going straight to the core of a complicated and not-so-easy subject: A school child who speaks good, clean, strong English without having studied formal grammar is almost sure to have come from an environment in

which such English is habitually spoken as a result of the child's forebears back up the line having had grammar-consciousness. And only through grammar-consciousness can a child growing up in an ungrammatical environment acquire the habit of good English. I challenge the world to contradict these statements successfully.

Box Headings for Tables

It is more natural for me to incline my head toward the left when reading vertical lines. It is awkward to be obliged to incline my head to the right. For this reason, perhaps, I favor vertical book titles on the backbone which read upward not downward, which agrees with *Missouri* and E. N. T., who prefer the upward direction of vertical lines in setting tables of baseball standings. Our library contains books from our own press with backbone titles both ways, according to the idea of the customer; but for me they should go up!—*Massachusetts*.

I vote for the style first indicated in the baseball standings, the vertical lines running downward. My reason, perhaps personal, is that my eye follows it a little more easily. I take in the vertical words of this style at a glance. In the second style, I cock my head to the left and laboriously read what seems to me backward. We read from left to right, and from top to bottom. We are trained that way from babyhood. My eye naturally reads downward as the continuation of a supposed line moving from left to right and from top to bottom. I like the top-to-bottom style for books too, when the title is set vertically on the back.—*Ohio*.

Here are two directly contradictory analyses. In the case of a table book, the problem is complicated because the book *might* lie on either side; but assuming that it is to rest on the table with front cover up, E. N. T. still thinks, without a dash of doubt, the title should run up, not down, the backbone. In the case of a baseball table, the upward line certainly makes the easier swing for the eye after running horizontally along the line of the club name in the left-hand column. Let's have enough more comments to give us a genuine "line" on the public's preference.

Incidentally, seriously, and quite importantly, I wish to note that the first letter above is from a man; the second, from a woman. The ladies, bless 'em, button their coats left-handed; they put the bow or feather on the right-hand side of a hat. Maybe they read left-eyed. (And I'm not foolin'!)

SPELLING AND SPACE

—You Say!

There is one paragraph in your "Putting Words to Work" upon which I feel moved to write a letter of comment. Page 178:

The would-be reformer who made the suggestion urged it as a space saver in print. He calculated that thirty-four letters would be saved in every 138 words of text. He overlooked or disregarded the fact that final lines of paragraphs may be shortened considerably without saving the whole line. A two-word or three-word line at the end of a paragraph takes as much space vertically on the page as a line of fifteen or twenty words. There would be no material reduction in the number of lines and therefore no considerable saving in space (when using reformed spelling).

The net saving in letters varies with different systems, or styles of reformed English spelling. That style (unsystematic) known as Simplified Spelling did indeed effect a negligible net saving in letters, amounting to approximately 1½ per cent or so. Consequently when using the Simplified Spelling of the SSB and SSS, there would be no saving of space or time of very much consequence.

However, there are other simplified or homographic systems of reformed English spelling which yield a larger net saving in letters. That which I call Systematized Spelling yields a saving of around 3 per cent. That system originated and advocated by Ralph Gustafson saves some 5 per cent. This might also be true of Anglic, and the Natural and Ideal systems advocated by a Mr. Wrenick of England. The homographic system, Fonetik Crthqgrafi, saves on the average 10 per cent in letters, and were its six or seven digraphs replaced by single letters, the saving would be in the neighborhood of 20 per cent.

Returning to your contention "There would be no material reduction in number of lines." Suppose we turn to page 133 of your book and rewrite it in Mr. Gustafson's system. Let us say that a saving of eight words on the bottom line would result; that is, instead of the final line containing eleven words, it would end with three words. "Therefore there would be no saving in lines." But hold! Instead of the linotypist stopping the story at the three-word limit, he subtracts eight words from top line of page 134. Resetting this page we find there is a saving of seven additional words and with the eight words already absorbed by page 133, a saving of some fifteen words, sufficient to save a line!

Do you see? Instead of simply wider spacing, there would be the same spacing between the words, as with the conventional spelling. There would indeed be the same number of lines a page, but more words would go on the page.

On the final page of the chapter, there is where the saving in lines would take place. Let us say the total saving of letters in the chapter amounts to sixty letters. This would save five lines.

True you would have five lines of extra space added to that half page of space already remaining. There would consequently be no saving of paper in this instance. However, since there would result a considerable open space on the final page of that chapter it might encourage the author to add a few lines.

When we consider a large work of many hundreds of pages, and filled snugly with type, there can be no doubt about the net saving in both letters and space even if a reformed spelling of but ½ per cent saving were used in its reprint. A 1,000-page book would reprint as 995 pages. Using all recommendations of the SSB, the number of pages would be approximately 986 pages. Using Systematized Spelling, around 971 pages. Gustafson's spelling, say 952 pages. Fonetik Crthqgrafi, 900 pages; Ultrafonetiks, around 805 pages.

You see that the above savings pass by the point of inconsequence. Yet in printed matter, as you should well realize, the mere cost of paper, although an important item, is yet subordinate to the expense of getting the subject matter typewritten, corrected, retyped, then linotyped, proofed, and recorrected. This initial expense of getting the type set in the way desired is the major item in cost of publication. Now even though in short paragraphs and in chapters having expanses of unused pages at the conclusion there might result no very considerable saving in space, you must I believe admit that a not unimportant saving in composition costs could result. In these modern days we have learned to associate the concept time with that of space; we think of them as closely related. Even if granted that with some styles of respelling the saving in space might be negligible I think you do the matter of orthographic reform an injustice by not recognizing the saving in time and time is the measure of labor.

I have your dictionary before me, which I find a helpful compilation of definitions and various auxiliary information. I believe, however, that the pronunciations you recommend show an inadequate grasp of the fundamentals of phonetics as well as a sophomoric style of speaking. To pronounce in such a manner would be extremely clumsy and unnatural.—*F. S. Wingfield, Chicago, Ill.*

I would MUCH rather use this space for some of my own dumb stuff than give it to someone else; but, frankly, I want to give these people plen-tee of rope with which to hang themselves. What is the use of saving a few lines on a book by using spellings that nobody can understand? I simply turn this over to the *Proof-room gang*—and I know perfectly well they simply will not take the trouble to say what they think. (Hope I'm terribly wrong; we'll see!)

As to pronunciations, I think it is MUCH better American, perhaps even English, to call for *cit'ez* than for *cit'iz*. Once again I turn with calm confidence to a ruling by the plain folks.

Frankly, I'd rather be sophomoric than be rotten with affectation. I'd rather be honest than smart.

Finally, I deeply appreciate the compliment of so much attention from those who go in for artificial or fake reform. It seems to me it all amounts to just a racket.

Show me some GENUINE reform, and I'll be with you.

Meanwhile, I am not to be bullied or intimidated out of my stand for American speech for the American people.

Shoot, if you must, this old gray head—but I'll still stand for plain folks' speech, he said.

And "he" is your friend, E. N. T.

Indexing Needs to Be Simplified

By EDWARD N. TEALL

● THIS, ladies and gentlemen, is not going to be a deeply studied article. I am not going to dig for illustrative citations. It's an old trick of mine, as no doubt all good and faithful readers of this Gospel of Print are aware, to sidestep work with the tried and true old alibi that I want to be helpful rather than dictatorial; suggestive rather than final. Truth to tell, I get sick and tired of the assumption of authority by those who don't know any more about the whys and wherefores than the rest of us.

I don't like to have anybody telling me I must do this, must not do that. You see, I had an Irish grandfather, and that means, so far as two-step heredity works, I'd a bit rather be wrong my own way than right

somebody else's. (But I am reasonable enough to admit that I'm wrong when you *prove* it.) This rambling introduction means simply that in this article I intend to present some points worthy of deep and careful consideration by printers and editors in the making of reference books and indexes. (Please pardon the repetition of the vertical pronoun—"I"—this is just a free and easy, intimate chat on a subject of practical concern to us all.)

Alphabetic entry is mean business—if you permit it to be. It would not be so if we used simple judgment, common sense. The problems are of our creation, largely. They spring, I think, from an affectation of scholarship. To me scholarship is not a mysterious quality, nor is it a mess of hocus-pocus. True scholarship is a splendid thing. The essence of it is nothing more than honest-to-goodness accuracy. True scholarship consists in the weighing of evidence, and getting things right. True scholarship may glow with the rich light of common humanity—but it does not see the Pole Star in the west. (Gosh, I hope that stands up!)

Here's a funny one for you to chew on: I have seen university professors strangle on their scholarship—and I have known a blacksmith, a plow pilot, a storekeeper, go through a tough problem with the directness, the thoroughness, the conclusiveness, of which academic scholarship is supposed to be the mother soil. You don't have to wear an academic degree to be a scholar. You don't have to be a pee-aitch-dee to make indexing simple and useful.—And that brings us back on the track of why an index should be a true guide to seekers after knowledge.

In using a reference book the other day, I was surprised to find "Newport" coming quite a way after "New York." That, ladies and gentlemen, just simply does not make sense. It doesn't add up right. Although I have done one man's share of dictionary and cyclopedia work, I had to stop and think before I could give myself the answer: "It's because they put all the two-word forms that start with 'new' first; then come the solid forms." Yes, it's as simple—and as obfuscatory as that.

Another I P Contest!

WHAT SHALL THE SUBJECT BE?

? Like all Inland Printer contests, the recent blotter contest was a big success—so we're going to have another.

Entries in the blotter contest numbered well into the hundreds, but we want to make the new contest even bigger than that. We want to conduct a contest in which every printer—small, large, or medium-sized—can participate with an equal chance of winning any prize. And we're willing to offer some really substantial and worthwhile cash prizes to oil the wheels of competition.

BUT WHAT SHALL THE SUBJECT BE?

Purpose of the new contest will be to test the skill of printers far and wide in typography and design. This could be demonstrated with a letterhead, a folder, a business card, a restaurant menu, a dance ticket, a booklet, or any one of a number of other commonly used types of printed material. Right now, we, ourselves, are inclined toward a business card because of its simplicity and because we feel there is room for a good many new ideas in business card design. We've an open mind on the subject, except that we wouldn't want to repeat a blotter contest just now. So we're asking your opinion and advice.

WHAT SHALL THE SUBJECT BE?

Write us at once and tell us what you think. Since you'll probably want to compete in the contest when it's announced anyway, why not have a voice in deciding just what it will be? Don't delay, though.

WE WANT TO DECIDE AT ONCE!

... so let's hear from you by return mail

But—here's a funny one: The people making a new edition of that reference book did not themselves enter things that way. In their own files, "Newport" came before "New York," as, of course, in all common sense it should.

This is what E. N. T. has to say about it: These words should be entered as if all were solid units. The spelling should be carried straight through. One word or two, it's all the same—from the standpoint of the average consultant, the person for whom the book is made. Take a possibly vulgar slant: It's the person who buys the book that pays the publisher his profits, the editors their salaries. Why give him something that puts his intelligence and his patience to a strain? Why not make it easy for him?

Why should—just for a sample—why should "La Grange," entered in two-word form, come in one place, and "Lagrange," solid, be presented a few columns or pages further on? Is that good sense? Is that playing fair with the user of the book, whose dollar is as good if he digs ditches for a living as the dollar of a bank president or a college president?

To me the reference books seem to run in ruts, to be fairly bogged down in deep morasses of scholarship. It isn't that I dislike scholarship—but I hate to see it thus abused. Charity may cover a multitude of sins; scholarship too frequently commits sins that can't be covered up.

Just one more I-think-it's-so, and I'm through. I think there may be a difference between alphabetic entry in a reference book, and the handling of these matters in an index. In the index, these words are apt to be grouped in such a way that the reader can find what he wants without much trouble. But in a cyclopedia it is not like that; the words can be separated by so much space that the user of the book is simply lost. He says "It isn't there," but it is there—only, it is placed on the footing of pretentious scholarship, not according to simple common sense.

What's all the shootin' fur? Blessed if I know! But it just might happen that this article will reach some printer or editor who wants to make his product truly useful first, scholarly formed second. *Scholarship is a matter of substance, not of form:* As the people who write letters to the editor like to say, think that over.

The Typographic Scoreboard

OCTOBER, 1941

Subject: The Saturday Evening Post

Issues of August 9, 16, 23, and 30

Type Faces Employed

Garamond (T)**	28
Bold, 20; Old Style, 8	
Bodoni	19
Regular (M)*, 4; Bold (M), 1;	
Book (T), 14	
Caslon (T)	13
Old Style, 11; Bold, 2	
Century (T)	10
Regular, 8; Bold, 2	
Scotch Roman (T)	9
Bookman (T)	8
Baskerville (T)	6
Granjon (T)	3
Vogue (M)	3
Cloister (T)	2
Old Style, 1; Bold, 1	
Futura Medium (M)	1
Goudy Bold (T)	1
Old Style No. 1 (T)	1
Stymie Bold (M)	1
Electra (T)	1

* M—Modernistic

** T—Traditional

Ads set in traditional faces.....	96
Ads set in modernistic faces.....	10

Affecting the score, of course, is the fact that the display of 23 advertisements credited above to traditional type faces appeared in faces of modern character, whereas but one of those set in a modern style was topped by traditional display. Thus, if display rather than text were considered in this analysis the score would be: Traditional, 74; Modern, 32. In addition there was one advertisement completely hand-lettered in traditional letter forms.

Heretofore, what the scorekeeper considered the best conventional and modern advertisements have been shown. In the issues here covered the best ones, like this pair, might be called conventional or modern, the latter because of the big illustrations which, although less common, were not unknown twenty years ago. Maybe there's been a quiet wedding

Weight of Type

Ads set in light-face type.....	62
Ads set in bold-face type.....	36
Ads set in medium-face type.....	8

Style of Layout

Conventional.....	68
Moderately Modern.....	37
Pronouncedly Modern.....	2

Illustrations

Conventional.....	78
Moderately Modern.....	29
Pronouncedly Modern.....	0

General Effect

(All-inclusive)

Conventional.....	61
Moderately Modern.....	44
Pronouncedly Modern.....	2

Comparison of the score here with that of four issues of the *Post* in our January, 1940, issue shows increased use of traditional faces. In the former the body for 53 of 146 page ads was in modern types. This analysis shows but 10 of 106. Bodoni, the regular and bold of which are considered modern, held second place to Garamond at about the same ratio as is here disclosed. Caslon shows use in one more page than in the previous analysis involving nearly 50 per cent more ads. Bookman here scores 8, then 5; Century 10 against 4; Scotch Roman 9 against 4.

Taking display into account the score is modified to 74 traditional and 32 modern. It was 58 traditional and 38 modern.

Team-mates in Defense

The new defense of the United States is not only a matter of arms and armor, but also a matter of the spirit of the people. The spirit of the people is the most important factor in the defense of the United States. The spirit of the people is the most important factor in the defense of the United States. The spirit of the people is the most important factor in the defense of the United States.

WERNERHAUSER

Trail Blazers...

The new Trail Blazers... are the most important factor in the defense of the United States. The spirit of the people is the most important factor in the defense of the United States. The spirit of the people is the most important factor in the defense of the United States.

PLYMOUTH

The Month's News

Brief mention of men and events associated with the printing and allied industries are published here. Items should reach us by twentieth of preceding month

Death Takes Frank J. Holmes

A veteran printer and a specialist in many branches of the printing industry, Frank J. Holmes died September 19 at his home in Oak Park, Illinois. For the last fifteen years he had been living in retirement from active business affairs, but before that time was a leader in printing developments, both in the United States and abroad.

When still in his teens, Mr. Holmes became associated in an executive capacity with Stearns Brothers, Chicago, after a period of early training at the DeVinne Press, in New York City. He became general manager of the Columbian Engraving Company in 1893. When the American Colortype Company was formed in 1898, Mr. Holmes was placed in charge of production.

Early in his career, Mr. Holmes became associated with Robert Miehle, press inventor, and in later years established the Vienna, Berlin, and London offices of the Miehle company. Another high point in his career was his work with Sam Dittman, another inventor, in three- and four-color printing. He was given first awards at the St. Louis and Columbian Worlds Fairs, at the latter exposition receiving his prize for "Child of the South," printed in three colors. At about the same time he supervised printing of the first known piece of commercial three-color printing. This showed strawberries tumbling from the box to a white doily, and is still a prized print. Mr. Holmes also supervised the first three-color printing in the newspaper field for the Chicago Tribune. As another accomplishment, he was the first to make use of oval-shaped zinc plates reproducing pen and ink drawings, this having been done in a book, "Senators of the United States."

Serving as the head of other prominent printing concerns in the United States, Mr. Holmes gave practical training and advancement to many printing superintendents in Chicago who join with Mrs. Holmes and two surviving daughters in mourning his death.

Thomson Has New Activities

Aside from his duties as vice-president and advertising manager of the Champion Paper and Fibre Company, Alexander Thomson, Jr., currently is general chairman of the committee making arrangements for the Hamilton, Ohio, sesquicentennial celebration in October. This event will mark the 150th anniversary of the completion of Fort Hamilton which was one of the country's foremost army outposts during the Indian Wars. Today's military

activities also do not escape Mr. Thomson's attention. Just recently he returned from a week of maneuvers of the Ohio State Guard at Camp Perry. On this occasion, Mr. Thomson was his company's second cook.

New Intertype Director

Harry G. Willnus, vice-president, has been elected a director of the Intertype Corporation to fill the vacancy caused by the death of former Senator George B. Agnew.

Joining the company in 1916, at the age of nineteen, Mr. Willnus won rapid promotion, becoming secretary in 1923

Survey Finds No Health Hazards

Operation of non-offset spray guns does not involve a hazard to health, according to the findings in a survey in eleven New York City printing plants conducted by the industrial welfare division of the Metropolitan Life Insurance Company through the coöperation of the local pressmen's unions, and the local employing printers association. Results of the survey were announced by the Graphic Arts Spray Manufacturers, of New York City.

Among the facts disclosed were that dust concentrations averaged no more than those found in some Chicago and



Harry G. Willnus, vice-president of the Intertype Corporation, celebrates twenty-fifth anniversary

and vice-president in 1926. He is a native of Brooklyn, New York, where he continues active in industrial and civic affairs. For twelve years he has been a director of the Brooklyn Chamber of Commerce and also is chairman of the chamber's committee on foreign commerce as well as a member of several other committees. In addition, he is a leading Brooklyn Rotarian and was chairman of Brooklyn's machinery division in the last Greater New York Fund campaign for charity.

Union Shops Win Printing

After two years of consideration, the Common Council of Hornell, New York, adopted a resolution requiring all city printing to be produced in union shops and to bear the union label. Several hearings were conducted on the matter when representatives of both union and non-union shops spoke.

New York streets, that there was a complete absence of free silica in dust caused by operation of guns, that amounts of alcohol were so small that readings of their concentrations within breathing zones of pressmen could not be obtained, and that there were no harmful ingredients in the spray solutions tested.

Eight manufacturers of spray solutions, whose products were used in the plants covered, also coöperated. They were Beach Nonpareil Compounds, Incorporated; Binks Manufacturing Company; Craig Corporation; Delany and Company; Frazier Processes, Incorporated; Paisley Products, Incorporated; Sprayomatic Products Company, and Triangle Ink & Color Company.

Following the survey and an analysis of the products used by a commercial testing laboratory, the Metropolitan Life welfare division reported that, in its

opinion, no health hazard existed either from the dust or fumes resulting from the use of the spray guns in the plants studied which were said to represent a fair cross section of the commercial printing industry in New York City.

Albert F. Moore Dead

Albert Francis Moore, for twenty-five years the head of the printing and stationery business of T. J. Moore & Company, 122 Cote De La Montagne, Quebec, Canada, died after a prolonged illness, August 11. He was active in trade and social circles in addition to welfare movements. His brother, H. W. Moore, who has been associated with the business for the past twenty-two years, has become head of the business which was established many years ago by the father, the late T. J. Moore.

Banks R. Cates is Dead

After a lingering illness, Banks R. Cates, president and treasurer of the Observer Printing House, of Charlotte, North Carolina, died recently in a Charlotte hospital. One of the city's best known business and civic leaders, Mr. Cates finally succumbed to a heart ailment. He was fifty-eight years of age. In addition to being a past president of the Charlotte Graphic Arts Club, he was active at all times in the North Carolina Master Printers Association.

Fortieth Anniversary for Clegg

The Clegg Printing Company of San Antonio, Texas, celebrated its fortieth anniversary on September 20.

Starting in 1901 with a small printing plant in the same block of the street on which it now is located, the company has grown to a nationally known establishment, consisting of a large office supply house with a modern printing, lithographing, and engraving plant, and a complete line of stationery supplies and office furniture. The net assets of the firm now are estimated at more than \$300,000, according to L. B. Clegg, president of the company.

Mr. Clegg, who has been manager of the firm for the entire forty years, has been active in the national affairs pertaining to the printing and lithographing industry and has done much to promote its growth and development. Commenting on the company's forty years of growth, Clegg said:

"In 1901 there were no automobiles, and I was the entire sales force. If there was an order in sight, I hopped on a bicycle and went out after it. We accumulated a little each year, and always put some of it back into the business, which accounts for the growth of the company. Of course, we must not overlook the fact that other firms have made billions in the same length of time.

"We feel that the reason we are still in business is that we have made and kept so many friends through the years. It has always been our desire to render value received to each customer, and we have many customers today who were our customers forty years ago. Another reason is the fact that we had

an organization of efficient and loyal employees, who have produced results satisfactory to our customers. Many of them have been with us from twenty to forty years, another fact we are proud of. The greatest thing we have built, in my opinion, is the present organization to carry on."

The company has won four awards of merit in competition at the Southern Master Printers Federation on printing produced in their plants.

R. S. Crowell is Appointed

Appointment of R. S. Crowell as sales manager of the George H. Morrill Company, division of General Printing Ink



R. S. CROWELL

Corporation, is announced by Arthur S. Thompson, general manager.

For ten years a member of the Morrill organization, Mr. Crowell first was district manager of the Boston branch, and then was Chicago branch manager. He went to the company's general headquarters in New York in 1939. Before joining Morrill he was sales manager of the chemical department of the E. F. Houghton Company, of Philadelphia.

Printing Machinery Exports Soar

In the face of a decline of 2 per cent in total United States exports of industrial machinery in July, as compared to June, foreign sales of printing and book-binding machinery were more than \$100,000 greater in July than the previous month. As reported by the Department of Commerce, printing machinery sales to foreign countries in July were \$621,819 while June sales were only \$508,000. Increases also were registered in such classifications as mining, well and pumping equipment, construction and conveying machinery, and textile, sewing, and shoe machinery. Total July exports of industrial machinery were \$27,794,765.

Announce Essay Contests

Latin American students in high schools will be invited to participate in the annual essay contest, promoted jointly by the National Graphic Arts Education Association and the International Printing Ink division of the Interchemical Corporation. The theme for this year's competition—the sixth annual contest—is "Printing and American Defense." The first prize for the Latin American students is a trip to New York City. Other prizes are cash awards. Special rules apply to Latin Americans.

Rules for the contest of students in the United States and Canada call for the mailing of essay papers to the headquarters of the association by December 1, 1941. First prize is a \$300 scholarship, preferably to be applied to the department of printing of Carnegie Institute of Technology. A second prize will be a trip to New York City. Local prizes for students in each school participating are also planned. A silver cup will be awarded to the school submitting the best printed essay, this award being distinct from the judging of the essays from the standpoint of content and has no bearing on the selection of the national winners.

Plan Printing Exhibition

Advertising men, printing buyers, and printers will participate in the seventh annual exhibition of printing to be held under the auspices of the New York Employing Printers Association at the Commodore Hotel, October 27 to 29. Specimens of printing to be exhibited will have been selected by a board of judges after considering certain facts including purpose of the piece, conditions under which it was developed, special features of production, results of its use. If it is advertising printing, the report must indicate number of replies received, indications of effectiveness in good will building and measure of helpfulness to dealer. If the piece is designed for utility the prospective exhibitor was to indicate how it increased efficiency—how it helped to get things done.

Enact Apprenticeship Laws

New laws governing apprentices were enacted by the recent convention of the International Typographical Union, according to the official record published in the September issue of *The Typographical Journal*. One new section provides that subordinate unions are prohibited from transferring apprentice members to journeymen members until the applicant for such transfer has been certified by the bureau of education as having completed the course of lessons in printing, or has received certification of such completion from a school duly accredited by said bureau of education. The apprenticeship period covers six years.

A new law has also been enacted by Chicago Typographical Union Number 16 requiring all apprentices registered in the union to attend the C.T.U. School of Printing, "beginning with their second year of apprenticeship, one-half day

each week." Day apprentices are required to attend night classes, and night apprentices the afternoon classes. It is provided in the law that the apprentices "shall pay a nominal sum or charge to maintain and aid in the development and upkeep of the union school of printing to its highest development."

The registration of apprentices under the new law became effective with the opening of the school for its fall and winter work on September 22.

Announces Promotions

Promotions of executives have been announced by John F. Devine, general manager of the Fuchs & Lang Manufacturing Company, as follows: Robert D. Butler, appointed general sales manager, he having served previously as technical service manager; Walter H. Lynch, for the past 32 years associated with the company, having served in various departments, appointed assistant general manager of lithographic supplies division; Edward J. Halligan, for 17 years connected with the organization, named assistant manager of the ink division.

Photoengravers to Meet

Photoengravers from all parts of the United States will attend the forty-fifth annual convention of the American Photo-Engravers Association to be held in Drake Hotel, Chicago, October 20 to 22. Management and production problems, new processes, and cooperation with Governmental agencies will be considered during the three days of the convention. Louis Flader, commissioner of the association, said that indications were that attendance records of recent years would be broken.

Mrs. Bullen Desires Data

Friends of the late Henry Lewis Bullen are being requested by his widow for information which might be used in a book on his life and work which she is planning to have published. In her letter to the editor of *THE INLAND PRINTER* she said that all material sent to her "will be returned in good shape, and full credit will be given for anything used." In her letter Mrs. Bullen expressed the hope that she would be permitted to "stay in the land of the living long enough to at least complete my dearest wish, bringing some of Henry's work between book covers." Friends who may have "information of interest and essential to the proposed work" may address: Mrs. Grace Bullen, 2327 Hudson Boulevard, Jersey City, New Jersey.

Heads Paper Company

Guin C. Olson, for fourteen years connected with the Chicago Paper Company, most of the time in charge of advertising and sales promotion, has resigned to become president and general manager of the Nackie Paper Company of Milwaukee. He succeeds the late Mason B. Olmsted. He assumed his new duties on October 1. Other officers of the Nackie Paper Company are E. Ray Henika, vice-president; and W. F. Nackie, Jr., secretary-treasurer.

Photo-Lithographers Elect

A. G. McCormick, Jr., of McCormick-Armstrong Company, Wichita, Kansas, was elected president of the National Association of Photo-Lithographers at its ninth annual convention held in Netherlands-Plaza Hotel, at Cincinnati, September 18 to 20. Other officers elected were: vice-president, Harry E. Brinkman, Foto-Lith, Cincinnati; treasurer, George E. Loder, National Process Company, New York City; legal counsel, Capt. L. B. Montfort, Washington, D. C.; executive secretary, Walter E. Soderstrom, with headquarters at 1776 Broadway, New York City. Seventeen members of the board of directors were



A. G. McCORMICK, Junior

named who represent the industry in different parts of the country.

One of the actions of the convention was that which favored the formation of an overhead council or other group representing all branches of the graphic arts industries to face problems of the whole industry in its future relations with the Governmental agencies. Speaker after speaker referred to the difficulties encountered in conducting business under national emergency conditions, with its restrictions upon raw materials, increase of taxes, rise in prices, narrowing of markets, and other problems. However, all speakers indicated that the problems could be solved, but that the solution depended upon accurate knowledge of facts and cooperation with others in related industries.

R. V. Mitchell, of Cleveland, president of Harris-Seybold-Potter Company, gave an address on "The Human Side of Lithography" at the well attended luncheon meeting held Friday.

Various methods of advertising were presented in three talks by Harry E. Brinkman, Allen H. Frost, and Ray M. Collins. Sales problems and training

salesmen were topics discussed under the leadership of A. J. Fay, sales manager of National Process Company. He accented the idea that salesmen need direction and backing and that many fail because they are left to their own devices. A. S. Koch and Rex G. Howard exhibited and described various forms used in scheduling production work through the office and plant. A. G. McCormick, Jr., the newly elected president, during his speech referred to the manner in which persons should be picked and trained for specific duties.

Numerous speeches were given concerning the use of machines, materials, and methods in production of lithography. Photography including the development of Kodagraph contact screen process, and the Kodak Fluorescence process, camera work, platemaking, proper use of rubber blankets, rollers, chemicals, films, inks, paper,—these and other technical subjects were discussed during the sessions on Thursday and Friday. On Saturday, all of the "experts" were on hand to answer any and all of the questions put to them by the men and women in the audience. Alfred F. Rossotti, Joseph E. Machell, Paul A. Heideke, Summerfield Eney, Jr., R. G. Patterson, C. Q. Glassey, F. B. Johnston, John McMaster, Alexander Murray, J. A. C. Yule, and many other representatives of equipment and supply houses participating during the question-and-answer period. Bruce W. Burroughs, district manager of priorities, O.P.M., and H. K. McCook, also of O.P.M., gave talks on Governmental attitudes in connection with the National Defense program, and answered questions.

Three objectives were placed before the convention by Walter E. Soderstrom, executive secretary of the association, as follows:

"Increasing its membership so it will be a truly representative organization.

"Strengthening the ties of our trade association relations so that we can take advantage of closer cooperation with associations in fields that are related to our industry.

"Pressing onward in the concerted activities in which we have made such steady gain."

Thirty-two firms used exhibit space during the convention period to demonstrate their machines, and to display their other products which are used by lithographers.

Johnson Heads Typographers

E. G. Johnson, of J. M. Bundscho, Chicago, was elected president of the Advertising Typographers Association of America, at its fifteenth annual convention held in White Sulphur Springs, West Virginia, September 15. Other officers elected are: first vice-president, H. H. Blinkmann, of Bohme and Blinkmann, Cleveland; second vice-president, Carl H. Ford, of J. W. Ford Company, Cincinnati; third vice-president, Mrs. F. W. Shaefer, of Tri-Arts Press, New York City; treasurer, P. J. Frost, of Frost Brothers, New York City; executive secretary, Albert Abrahams, New York City.

Consider Paper Problems

Printing papers will be darker because of the absence of chlorine used in bleaching, odd sizes are to be eliminated, certain lines may be dropped, and other changes may be effected as a result of steps announced by Government officials at the convention of the National Paper Trade Association held in Stevens Hotel, Chicago, September 15 to 17. Norbert A. McKenna, of Washington, D. C., chief of the pulp and paper section of the Office of Production Management, guest speaker at the "open industry session" of the convention, outlined general plans by which a visible probable shortage of 6,000,000 tons of paper during the next twelve months must be made up by some kind of curtailment measures. What these measures shall be are to be determined by the Government officials after they have received advice from a paper-merchants' advisory committee of ten men and certain other committees.

During the question-and-answer period, Mr. McKenna was asked if steps were to be taken to limit excessive ordering of paper products and paper by Governmental agencies. His answer was that the O.P.M. now has an expert studying the various uses of paper in all Government offices, and that he believed a saving will be effected. In that connection he said that "the Government was, is, and ever will be the most profligate user of everything," and that

the army and navy "are always in a rush to accomplish a job, and the alternative is dead men." He predicted that the industry's committees can help to correct some of the bad practices that have sprung up within recent months.

Walter C. Shorter, a former member of the sales staff of the International Paper Company, whose services have been lent to the O.P.M., like others on the program, acknowledged that Government orders for papers seemed excessive, but that the army, navy, and other agencies are working under terrible disadvantages which are gradually being overcome. He pleaded for active cooperation on the part of paper merchants so that if they know of the misuse of paper, or the reckless ordering of supplies by buying units of the quartermaster's corps, they will direct attention to such carelessness.

"If some of the army men get their skin burned off of them because of the misuse of paper, the whole army will become paper conscious," said Mr. Shorter.

Attorney J. K. Javits, representing the National Paper Trade Association, suggested a seven-point program of cooperation with the Government which will give paper distributors the right to question the Government "as to the extent of its paper needs and when they are required."

"Rumors are all too rife that Government is buying and storing so much

more paper than it needs as to be tantamount to hoarding," said Mr. Javits. "The principal difficulty is probably orders for great quantities, deliveries of which could be spaced more nearly equivalent to the time when the product will be needed."

"The paper industry and Government are probably both at fault. The Government should be frank with the industry in stating what it needs and when it needs it. The industry should in turn guarantee to the Government that it will get what it needs when and where it needs it, regardless of the sacrifice called for by the industry. This will serve to space production so that the best possible chance of adequately supplying defense and civilian requirements will be attained."

Paper merchants appointed by Mr. McKenna as an advisory committee are: George E. Carpenter, Carpenter Paper Company, Omaha; Charles A. Esty, Carter, Rice and Company, Boston; W. N. Gillett, Chicago Paper Company, Chicago; P. A. Harris, Graham Paper Company, St. Louis; R. C. Kettles, Jr., Charles F. Hubbs and Company, New York City; Perry W. Lesh, C. P. Lesh Paper Company, Indianapolis; A. W. Leslie, John Leslie Paper Company, Minneapolis; A. M. Miller, The Central Ohio Paper Company, Columbus; Sydney L. Wellhouse, National Paper Company, Atlanta; Harold A. Zellerbach, Zellerbach Paper Company.

Only Nine Cents of Printing Dollar Left to Management

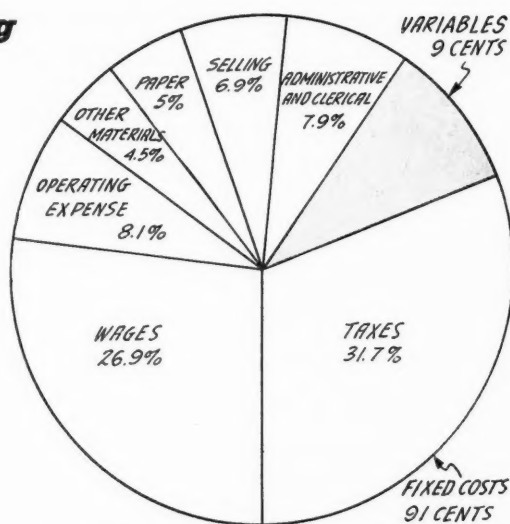
● Only a relatively small percentage of the printing sales dollar remains under the control of management, and the skill used by management in handling this small portion is the determining factor in the success or failure of any printing business.

These facts are revealed in a study just completed by M. E. Powers, Chicago printing engineer, which points out that ninety-one cents out of every printing sales dollar are costs fixed by laws, regulations, taxes, contracts, and market conditions. This leaves only nine cents still under control, a figure which probably is even smaller at this time since computations were made on the basis of January, 1941, statistics. Since then, taxes have been increased materially.

The "pie" chart at the right shows how Mr. Powers has divided the printing sales dollar into various segments to show percentage of fixed costs, and how the "variables" segment amounts to less than one-tenth of the whole. Explaining the variables, Mr. Powers says:

"The chart shows that the total variables within the control of printing management to adjust to meet the need of the business, to meet competition, to insure profits and the success of the business amount to approximately nine cents of the printing sales dollar. This figure includes printing and the allied industries.

"These variables are not to be confused with the fluctuations that follow changes in the volume of work in the plant or with the possible changes that are made



Circle is one dollar. Figures are cents as well as percentages

in the specifications of a job. Rather, the variables refer to the ratios that are built up over a period of time as the pattern of operation and policy of a particular plant. They are the underlying business ratios developed by printing management. In the chart, the variables portion as well as taxes have been deducted from each of the expense items and shown individually."

U.T.A. Announces Program

Proposal to change the name of the United Typothetae of America at its fifty-fifth annual convention, to be held in the Palmer House, Chicago, October 27 to 29, is one of the questions to be considered by the delegates. This and other questions relating to the internal affairs of the organization will be confined to the executive session announced for Wednesday afternoon. Other sessions to be attended by members and non-members will consider questions pertaining to the management of individual establishments and the relation of the whole industry to Governmental agencies and to other groups in the graphic arts.

Walter B. Reilly, of Lowell, Massachusetts, will open the convention at 10 o'clock, Monday forenoon, in his capacity as president of the organization. Following the opening ceremonies, committees will be announced and the convention will swing into action with its educational addresses at the afternoon session. Three presentations will be made on the theme of "Profits" from as many viewpoints, under the leadership of the following speakers: Lester E. Oswald, of E. F. Schmidt Company, Milwaukee; Thomas Butler, of Herbeck & Held Printing Company, Pittsburgh; and Arthur A. Wetzel, of Wetzel Brothers, Milwaukee. A profit clinic will feature the program for the evening session conducted by a panel of management engineers and consultants, with James E. Ward, of Baird-Ward Printing Company, Nashville, presiding.

"Management Control Accounting" will occupy all of the time of the convention session held Tuesday forenoon, with Peter Becker, Jr., of The Standard Press, Washington, D. C., presiding. This will be a panel presentation of new management control procedures developed by the organization, and will be considered from the viewpoint of the management, the sales manager, the accountant, the superintendent, and the employee.

For the first time in many years, labor relations will be considered at a convention of the United Typothetae. The subject will be presented from several viewpoints, but no names of speakers were announced in the advance program. David S. Veitch, of Security Printing Company, Kansas City, Missouri, will preside, and John A. Bresnahan, of Washington, D. C., legal counsel for the U.T.A., will present a plan for a labor information and adviser service. Following this consideration at the Tuesday afternoon session, group conferences will be held to consider market outlook and operating problems of general commercial printers and others interested in specialties. The night session will be an accountant conference.

How priorities required in the National Defense Emergency are affecting the printing industry will be the major consideration at the session of Wednesday forenoon. Speakers on the program include Elmer G. Voigt, of the Western Printing and Lithographing Company, Racine; Norbert A. McKenna, chief of

the pulp and paper section of O.P.M., Washington, D. C.; Thomas Roy Jones, of American Type Founders, Elizabeth, New Jersey, and John B. Davis, chief of the protective coating section, O.P.M., Washington, D.C.

A. E. Giegengack, Public Printer of the United States, will be guest of honor and the speaker at the luncheon meeting to be held Wednesday afternoon.

Preliminary to the formal opening of the convention several meetings will be held, including that of the Graphic Arts Trade Association Executives whose membership is made up of employed secretaries and managers of local groups of printers.

Will Fix Minimum Wages

All branches of the graphic arts will be studied by an industry committee to be appointed by the wage and hour division of the United States Department of Labor with a view to determining what shall be the minimum hourly wage to be paid under the Fair Labor Standards Act.

A forty-cents an hour wage order has been issued to apply to the pulp and primary paper products industry which covers some printing operations in other kinds of plants which call at present for the payment of the general statutory minimum wage rate of thirty cents an hour. It is the plan of Gen. Philip B. Fleming, administrator of the wage and hour division, to eliminate inequalities so that the same minimum wage rate will apply to the same operations in any and all branches of the industry.

The new industry committee will comprise representatives of employers, employees, and the public, and will cover printing operations in every kind of general and specialized plant, the making of maps, and the publishing of books, magazines, newspapers, and music.

Scriptorium to Museum

An artistic addition was made to the exhibits in the printing and lithographic section of the Museum of Science and Industry, Chicago, on Friday, September 19, at which time the unveiling ceremony took place by which a "Medieval Scriptorium" was formally presented to the museum by the Regensteiner Corporation. In an address, Theodore Regensteiner, president of the corporation, said that the life-size figure of the fourteenth century monk at work in his book transcribing a copy of the Bible, represented "a print shop" prior to the invention of movable type.

Major Lenox R. Lohr, president of the museum, referred to the care with which every detail of the "workshop" was checked, and that most of the research to faithfully reproduce the subject was done by the management of Newberry Library. He particularly expressed appreciation for the work of Ernst Deterer, curator of the Wing Foundation at the great library, for his cooperation.

The "Scriptorium" was opened to the view of the public after the ceremony in which leading printers and educators of Chicago participated.

FIRE PREVENTION

Let the National Fire Prevention Week in October Remind You That Best of Protection Begins at Home

● National Fire Prevention week, observed this month on the anniversary of the great Chicago fire of 1871, calls to the attention of printers everywhere the importance of this simple fact: *Effective fire protection is 90 per cent common sense.*

Because of its very nature, the printing industry is faced with numerous fire hazards, but actual danger can be reduced to a minimum if ordinary care is exercised and normal precautions are taken. In the United States last year, fire losses were \$286,000,000 and 10,000 lives were taken. More than half of these tremendous inroads into lives and property values easily could have been avoided. The percentage of preventable losses in the printing industry probably would be even greater, authorities say.

If a printer is a clean and careful housekeeper, he won't have to think much about fire dangers, beyond having an adequate number of good extinguishers which should be inspected and recharged at least once a year. But if a printer is careless and sloppy, if his plant is littered with waste paper, if he doesn't use common sense in handling gasoline and other flammable liquids, if he allows his electrical wiring and heating system to become run down, and if he permits indiscriminate smoking in his plant, he has only himself to blame if he suffers serious fire losses.

This is a good time to take stock of your establishment from the standpoint of fire dangers. Chances are you'll find something that can be done easily and without cost that will eliminate many such dangers. Do it now—before it's too late.

THE INLAND PRINTER

Now Is Preparing a Complete and Unusual Article on Fire Hazards and Modern Means of Prevention. Written Especially for Printers. Will Appear Soon. Watch for It.

Direct-Mail is Merchandised

How the "New Business" mailing campaign of the Strathmore Paper Company can be adapted to fit almost any advertiser's service or merchandise is the subject of a new sixteen-page booklet just issued by the company. Distributed only to the salesmen of paper merchants, this book contains tipped-in samples of the regular "New Business" pieces as well as miniatures of the se-

Laux Business to Continue

Business of A. J. Laux and Company, printers, bookbinders, and stationers, of Lockport, New York, will be continued by Mrs. Marie A. Laux and other members of the family, it was disclosed following probate of the will of August J. Laux, one of Lockport's oldest business men, who died September 8.

Terms of the will left two-thirds of the business to Mrs. Laux, and one-

New Giant Press Installed

What is believed to be the world's largest rotary press constructed entirely for magazine work has been installed in the plant of the Cuneo Press, of Chicago, for use in printing the *American Home* magazine, it is reported by J. Papacek, the assistant general superintendent at the Cuneo plant.

Manufactured by the Babcock Printing Press Corporation at its plant in New London, Connecticut, the press weighs 150 tons, and to house it an addition to the Cuneo plant was necessary. In size, the press is sixteen feet high, ten feet wide, and seventy feet long. Nine and one-half freight cars were required for its shipment.

Utilizing relief printing from electrotypes, feeding at a speed of 900 feet a minute, and with two and three color decks, the press is expected to be put into operation at once. Besides folding devices, the press is equipped with automatic flying pasters and reels and a special fast drying device. It took two years to finish construction work.

Loading Freight Cars

In view of a freight car shortage, The Champion Paper and Fibre Company is asking the coöperation of its customers in loading cars to full capacity and urging that "each order for paper packed on skids be considered carefully before entering with your mill connection, and the skid height be increased wherever possible."

H. W. Suter, vice-president and general manager of the Champion company, in a letter to customers, points out that the Government and the railroads have made a general request that every effort be made to handle cars promptly and load them as nearly as possible to full capacity. He continues: "Since the number of skids that can be loaded in a car is limited by the area of the floor space, it is obvious the higher the skids are loaded the more weight the car will carry. An increase in the height of skidloads of paper would help considerably toward more economical use of freight cars. Some establishments have height and weight limits necessitated by low doorways, elevator gates and capacities, lift truck capacities, *et cetera*, and these height or weight limits perhaps cannot be changed; others, however, may find it possible to handle skids close to the maximum height we can handle for loading in the railroad cars, which is six feet (seventy-two inches) over-all from floor to top of skid, and a maximum gross weight of 6,000 pounds."

Take the Rainbow Trail

Color, it might be said, is the real keynote of the portfolio carrying the above title, though of course its actual purpose is to present a demonstration of the possibilities for use as letterheads and forms that lie in the wide range of colors and finishes of Howard Bond. Issued by the Howard Paper Mills, Urbana, Ohio, this portfolio shows, first, the range of colors, fifteen of them, stepped off at the bottom to form a



Facsimile of specimens included in Strathmore's new "Idea Stimulators" for mailing campaigns

ries. Original miniatures are shown as "idea stimulators" which can be used for many different purposes simply by varying layouts, color schemes, type of paper, and general arrangements. Though it is pointed out that Strathmore is not intending to offer a regular "cut service," electros of the various pieces are offered this time as a result of many requests.

New Buffalo Typographers

Edwin G. Koch of the Superior Type-setting Company, of Buffalo, New York, has sold the Baltotype Agency to The Type House, a new Buffalo company devoted to the sale of display type in lines, sorts, fonts, and to offering a complete typographic service. James Shaw and Charles Northrup have charge of the sales and executive departments of the new firm and Theodore Green handles the typographic department.

third to a daughter, Mrs. Clara E. Guyder, both of Lockport. The will further stated that it was Mr. Laux's desire that the business be continued by his wife through the aid and management of her three sons, Frederick A. Laux, of Lockport; Adolph W. Laux, of South Quincy, Massachusetts, and Carl J. Laux, of Iona Island, New York. Additional bequests also were made to family members.

Mr. Laux, who was sixty-seven years of age, came to Lockport in 1891 from Germany, where he was born near Heidelberg. He entered the bookbinding business with his brother, Adolph, who had arrived in this country two years earlier. Later the firm expanded to include the handling of printing, stationery, office furnishings and office equipment. Mr. Laux was a member of numerous fraternal and civic organizations in Lockport, and well known in the printing industry.

veritable rainbow. A letterhead printed in black and two colors appears on each sample sheet, and also on each sheet is a circle, divided into four parts, showing the colors used in the heading.

The second section shows the four weights and six finishes of the white bond, then there is a section showing several factory forms and demonstrating the advantage of using distinctive colors for that purpose. In a flap at the back are three envelopes, of different colors and sizes, also two suggestions for small envelope stuffers.

The message on the opening page advises: "Make color a symbol of your company by transferring your letterhead to a colored bond paper with an individuality that will make your letters stand out anywhere."

Robert F. Salade Dies

After an illness of several months, Robert F. Salade, long a writer in the graphic arts field and a contributor to numerous publications, died September 8 at his home in Philadelphia. At the time of his death, Mr. Salade was assistant editor of *Graphic Arts Review*. He was fifty-seven years of age.

Receiving his early education and printing training in Philadelphia, Mr. Salade was associated with such organizations as the Curtis Publishing Company, and Edward Stern & Company, and later was retained by the Lanston Monotype Machine Company, Mergenthaler Linotype Company, American Type Founders, Norman T. A. Munder, Challenge Machinery Company, Benjamin F. Emery Company, William F. Fell, and others. He was author of several books on various phases of the printing and engraving business, and wrote for graphic arts publications, including *THE INLAND PRINTER*. Aside from his wife, he is survived by one son and one sister.

Thomas H. Alvord Appointed

Byron G. Culver, supervisor of the department of publishing and printing of the Rochester Athenaeum and Mechanics Institute, of Rochester, New York, has announced the appointment of Thomas H. Alvord to his staff.

Publisher of the *Livonia, New York, Gazette*, and a past president of the Western New York Newspaper Publishers' Association, Mr. Alvord will teach newspaper administration, a new course covering all phases of weekly newspaper management, printing history, writing, and publishing. Sponsor of the Athenaeum's publishing and printing department is the New York State Publishers' Association.

Strathmore Veteran Dies

Harry Greene Palmer, sixty-one years of age, a member of the sales promotion department of the Strathmore Paper Company, died at his home in Springfield, Massachusetts, September 1. During the last eight years Mr. Palmer has handled all groups visiting the Strathmore plants. He has been with the company for twenty-four years. Surviving him are his widow and a son.



What's New

A brief mention

of most recent

improvements in products and services offered to help workers in the graphic arts field

NEW MONOTYPE Vented-Tube Nozzle now is announced to the public after having been used and tested over a long period in several hundred Monotype-equipped plants throughout the country. A study of reports received from these plants shows that machines using the new nozzles can be operated at higher casting speeds and that the product is heavier, more solid, and clearer in face.

City, superintendent of the photoengraving department of the *Star*, and with the newspaper for thirty-eight years; and George E. Funk, Edwardsville, Kansas, foreman of the *Star's* color-plate department, and with the paper eighteen years.

Though not intended for newspaper use, the invention is designed especially for precision printing in which



John H. Lee and George E. Funk who developed method of making curved original engravings

So far, the new nozzle has been applied only to the production of type on the Monotype Composition Type-Caster, or Monotype Material Making Machine. Experiments, however, are going forward on the use of the nozzle in casting display type on the Monotype Type-Caster and the Monotype Giant Caster. Reports show that Monotype Composition Type Casters equipped with the new nozzles produce around 10 per cent more type than before. A new four-page folder, just issued by the Lanston Monotype Machine Company, of Philadelphia, announces the new nozzle.

AN INVENTION for making curved original engravings for direct use on a rotary press has been perfected and now is being patented by two members of the organization of the *Kansas City Star*. They are John H. Lee, Kansas

sharpness and minute detail of original engraving are desired. Mr. Lee and Mr. Funk have been at work on the project since June, 1940, and also have perfected special methods and equipment, including a cylindrical vacuum printing frame.

In the beginning, the two men attempted to bend an engraving originally made on a flat zinc plate, but found that the curving developed both distortion and inaccuracy. It was then that they decided to try to make an engraving originally on a curved semi-cylindrical zinc plate which, it is believed, has never before been accomplished. The next steps are described in an article appearing in the *Kansas City Star*, as follows:

"They sensitized the curved plate in the usual manner with engravers' enamel, and then worked out a special

vacuum printing frame, also curved, with a thick rubber cover. On this was placed the sensitized curved plate. On top of it was placed the film negative of the photographs, line drawings, and type to be photoengraved.

"On top of the negative was placed a curved celluloid sheet. An air suction tube was attached to the printing frame, then was pumped to create a vacuum between the celluloid and the rubber blanket, thus bringing the negative into tight and uniform contact with the sensitized zinc. After that the usual exposure to arc light was given the negative and zinc to make the print. Two double arc lamps were used because of the curved surface.

"The print then was developed in the usual way. The etching entailed special revolving equipment for splashing acid on the curved plate. The completed en-



Vacuum printing frame used in making curved engravings for attachment to press cylinder.

graving then was ready to attach immediately to a press cylinder.

"The method also can be used for curved copper engravings with finer screen, Mr. Lee explained. In general, the new invention permits sharper half-tone printing and delicate type faces."

A NEW fluorescent process by which virtually complete color correction can be obtained in the photomechanical reproduction of drawings and all types of illustrations not photographic is announced by the Eastman Kodak Company, of Rochester, New York.

Designed to obtain greatly improved color rendition, with correction at the source instead of near the completion of color work, the new process is said to save considerable time. It is not to be confused with any method of making drop-out highlights.

New fluorescent water colors are employed in the process. These require no additional technique or mediums in the preparation of drawings and sketches, and are reported as "comparing favorably in price with the best water colors." The colors have been treated to make them fluoresce brightly under ultraviolet lights and are available in complete sets of eighteen colors, either in

one-quarter ounce tubes or one-ounce jars. Although including only the colors which can be reproduced with the best four-color printing inks, the selection is sufficiently wide to meet all normal requirements. Making a striking display when examined in a darkened place under fairly strong ultraviolet rays, the bright fluorescence which takes care of color correction is invisible in ordinary light. When separation negatives are made, however, this fluorescence is utilized to provide added density in the negatives requiring color correction. Fluorescence has been proportioned in the various colors so that each bears the proper photographic relationship to the others. It is reported that the colors, moreover, render a satisfactory black printer with an infra-red plate.

Also brought out as a part of the process is the new Kodagraph Copy-board Hood which supplies the correct copyboard illumination to obtain accurate color separations. Excluding extraneous light, this unit provides a means for filtering the light from single or double deck arc lamps. For holding compensating filters in a variety of combinations, an adjustable slit makes it easy to arrive at the proper adjustment of the ultra-violet, blue-violet, and green light required to derive full benefit from the fluorescence. The same adjustment holds for both the "red" and yellow printers. The "blue" and black prints are made with the white light falling on the copy.

PROVIDING for more simple, more economical, and faster assembling of horizontal and vertical rules into blank rule forms, the new Monotype Giant Caster Cross-Rule System is announced by the Lanston Monotype Machine Company.

Designed to be especially adaptable to production in plants which specialize in sales books and sales forms and which use standardized measurements for line spacing, column widths, and depth of form, the Giant Caster cross-rule strip material and the strip rules used in producing rule forms can be cast in advance and held for use as required.

To show the speed of the new system, Frank M. Sherman, advertising and publicity director of the Lanston company, wrote THE INLAND PRINTER:

"Just to satisfy myself, I asked our typographic department to assemble a form for me. The form selected was nine inches wide and twelve inches deep. It had six vertical rules to separate seven columns of cross rules. The top and bottom rules were parallel. It measured 108 square inches, and it took just three minutes to assemble the entire form, cut the material to measure, and put it on a galley ready for tie-up. This would be thirty-six square inches a minute, or a square inch in a second."

The material making possible such speed is the new Giant Caster cross-rule strip material which is cast in continuous strips from a special matrix on a standard Monotype Giant Caster in exactly the same way that design borders are cast on the Monotype Material Making Machine. As far as developed,

the new system provides matrices for casting cross-rule strips with 16-, 18-, 20-, and 22-point spacing between lines, in 12-, 14-, 16-, 18-, 20-, 22-, 24-, and 36-point sizes. Strips may be cast in practically any length required. Matrices for casting the strips are specially made of steel and are precision ground. A special matrix holder, matrix carrier, and stacker are required.

NEW TYPE FACES announced by Mergenthaler Linotype Company are six- and nine-point Spartan Light with Me-

6 pt. Spartan Light with Medium

MODERN MAN CANNOT BE SERVED BY A TOO
Linotype faces are designed by leading typogra
MODERN MAN CANNOT BE SERVED BY A TOO
Linotype faces are designed by leading typogra

9 pt. Spartan Light with Medium

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14 pt. Spartan Black Cond. with Medium Cond.

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18 pt. Gothic No. 13 with Memphis Extra Bold Cond.

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24 pt. Gothic No. 13 with Memphis Extra Bold Cond.

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MODERN MAN C
Linotype faces are

medium; fourteen-point Spartan Black Condensed with Medium Condensed, and eighteen- and twenty-four-point Gothic Number 13 with Memphis Extra Bold Condensed.

CORONA type in 7½-point has been combined with Gothic Modern on an eight-point body, so the Mergenthaler Linotype Company has announced. This cutting is "a new member of the Legibility Group."

AN IMPROVEMENT in the design and construction of the ATF Filt-Air-Lite has been announced by the American Type Founders. This unit contains a powerful fan and an air filter and combines in its construction a press ventilating unit with modern fluorescent lighting, and will fit any press up to 25 by 38 size. Three models are available.

THE INLAND PRINTER for October, 1941

THERE GOES OUR PROFIT



"We've had nothing but trouble ever since we've tried to use that bargain-counter bond."

"That's what we get for buying cheap paper. Our next low-cost job goes on Management Bond."

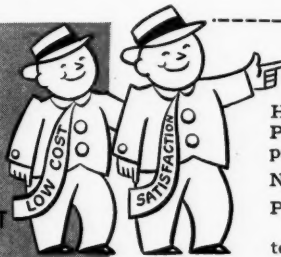
WHY RISK YOUR PROFITS on unknown, untried paper? All too often it is the cause of costly delays in the press-room—and responsible for printing results that are unsatisfactory to the customer. Avoid lost time and rejections by using Management Bond, a known, *watermarked* paper made by Hammermill especially for the jobs on which pennies must be watched. Management Bond is uni-

form . . . fast and trouble-free on your presses. It's sturdy . . . an efficient worker in your customer's business. And it's available through your Hammermill Agent.

For help in landing low-cost jobs, use the Management Bond portfolio. Contains specimens of printed forms. Tells how to design forms, what sizes to use for economy. Send for your free copy.

MANAGEMENT BOND

A HAMMERMILL PRODUCT



Send for it!

IP-M OC

Hammermill Paper Company, Erie, Pa.
Please send me, free, the Management Bond portfolio of printed forms.

Name.....

Position.....

(Please attach coupon to your *business* letterhead.)



The Night Run

● Booming through the blackness with bullet speed, knifing the night at 90 miles an hour, the Midnight Mail "delivers the goods" at dawn. Just so—smoothly, speedily, under sure control—do Superior's night-shop operators bring your order through. On the night run, expert engravers and compositors are saving precious hours on your job. Daytime, too, we run with railroad regularity. Depend upon our "Quality with Quickness". For SUPERIOR service, call SUPERior 7070 now.

SUPERIOR ENGRAVING COMPANY
215 West Superior Street • Chicago, Illinois

HOW TO KEEP WORKING TOPS CLEAR

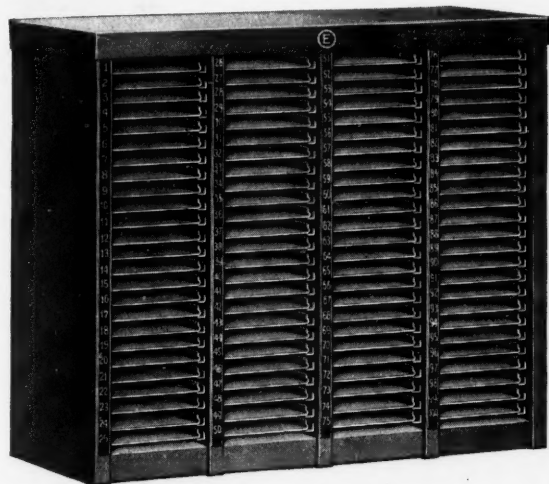


Illustration shows Hamilton No. 13540 cabinet, which holds 100 galleys 8 1/4 x 13. Other styles shown in No. 21 and No. 22 Catalog.

HAMILTON MFG. CO.
TWO RIVERS, WISCONSIN

File standing forms or work in process on Hamilton Galleys in Hamilton Galley Cabinets. Number strips and a symbol letter on each cabinet aid in indexing and locating stored forms. Hamilton Galley Cabinets are made in two styles . . . shelves and runs.

Hamilton's complete line of galleys and galley cabinets is shown in No. 21 Newspaper Equipment Catalog, and No. 22 Job Printing Plant Equipment Catalog. Specify catalog wanted. It will be sent immediately upon request.

3 HAMILTON GALLEYS



1. PRECISION . . . Double Wall Construction
2. NO-RUST . . . Made of lead coated steel
3. ECONOMY . . . Low cost for storage

"Custom-made or Ready-to-wear"

Printing jobs are like people—some look well in "ready-to-wear" inks—others *must* have "custom-made" inks to fit them the best.

Regardless of the problem to be solved—you can depend on the Sinclair & Valentine chemists to produce the right ink for the job. Phone for our service man when you next need inks.

★ Try the sensational ZEPHYR BLACKS—they set in 60 seconds—back up in 30 minutes and—BONE DRY in an hour—write or phone for trial order or folder.

Sinclair & Valentine Co.
INKS MAIN OFFICE AND FACTORY
611 West 129th Street, New York, N. Y.

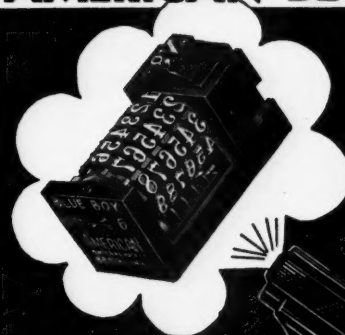
Albany
Baltimore
Birmingham
Boston
Chicago

Cleveland
Dallas
Dayton
Havana
Jacksonville

Kansas City
Los Angeles
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Nashville
New Haven

New Orleans
Philadelphia
San Francisco
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AMERICAN BLUE BOY



5 WHEEL BLUE BOY
MODEL 5

7.90

6 WHEEL BLUE BOY
MODEL 6

8.90



FOR
BANG-UP
JOBS AND
AUTOMATIC
PRECISION

"BLUED LIKE A GUN!"

AT ALL BRANCHES AMERICAN TYPE FOUNDERS

AMERICAN NUMBERING MACHINE CO.

ATLANTIC AND SHEPHERD AVES. BROOKLYN, N. Y.
BRANCH—105 WEST MADISON STREET, CHICAGO, ILL.

WESTVACO INSPIRATIONS FOR PRINTERS

Millions of dollars are spent each year by industry to improve processes . . . develop new techniques and increase production . . . Acres of new buildings are erected . . . laboratories for analysis and research are equipped . . . because advertising and selling create the profits by which new enterprise and growth are financed.

No greater compliment . . . expression of confidence . . . or faith . . . could be given those who do the creative thinking that precedes all selling.

It is faith, too, in the power of printing to carry dynamic words and pictures to millions of potential buyers . . . faith that type and plates and ink and paper can get close to the minds of human beings . . . enter . . . and convince them to purchase.

Westvaco Inspirations for Printers is proud to contribute to the forward movement of selling by the power of the printed word and picture. In the pages of this unique publication are displayed many of the choicest of current advertising illustrations and layouts designed to sell products—ideas—service. It is edited for you . . . printed for you . . . and a finished copy is now ready to be handed to you.

If you seek in any way to better your sales records by the simple, forthright process of bettering sales technique through the medium of printed advertising, you'll be delighted with Westvaco Inspirations. It does the job it sets out to do . . . and does it well . . . for You.

You cannot buy Westvaco Inspirations for Printers. It is yours for the asking . . . of your nearest printer. Call him today. Ask him to send you a copy of Number 131—the cover design, "After the Day's Toil", is reproduced at the right.

Printers of America! This insert, with copy exactly as shown above, will appear in the November issues of a group of advertising magazines. Your Westvaco Distributor will, upon request, send you a supply of the current issue, No. 131, in order that you may forward copies, without delay, to those who ask for them.

West Virginia Pulp and Paper Company
New York, Chicago, Philadelphia, San Francisco



AFTER THE D

W



AFTER THE DAY'S TOIL, by Vicente Alvarez Dizon, of the Philippine Islands. From International Business Machines Corporation's Collection of Contemporary Art of 79 Countries

NO 131
WESTVACO INSPIRATIONS FOR PRINTERS

SAVE MONEY

ORDER

CHICAGO ROLLERS

NOW FOR WINTER USE

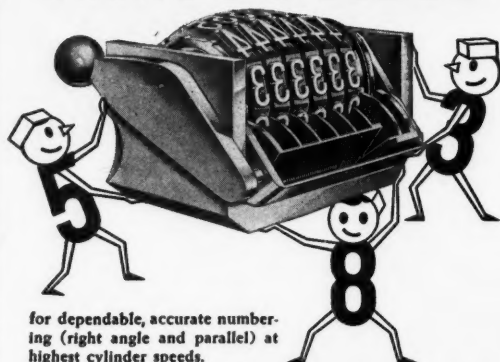
*"The Longer You Use 'Em
The Better You'll Like 'Em"*

CHICAGO ROLLER CO.

554-570 W. HARRISON ST.

CHICAGO, ILLINOIS

ROTARY NUMBERING HEADS NATIONAL



for dependable, accurate numbering (right angle and parallel) at highest cylinder speeds.

SUITABLE FOR ALL TYPES OF PRESSES

Exclusive features of design and precision construction insure accuracy, reduce maintenance and assure long life. Let us submit sample and quote on your Requirements.

ALTAIR MACHINERY
CORPORATION
55 VANDAM ST. • NEW YORK CITY

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... stands for Savings
The Printers' desire
Specify KIMBLES
And savings are higher.

Motors by **KIMBLE**

Distributed by **AMERICAN TYPE FOUNDERS**

Branches and Sales Agents in 25 Cities



Just ask yourself THESE "BASIC" QUESTIONS

- 1 → Is the metal base I'm considering made of either malleable iron or semi-steel?
- 2 → Can it be equipped with sheet register gauges for pre-registering process and multi-color printing plates?
- 3 → Can it be equipped with sheet register marks to check the register of process and multi-color printing?
- 4 → Can it be equipped with identification markers to identify the work of individual pressmen or press crews or to serve as a guide-edge or gripper-edge marker on sheets of color printing?

and you're bound to buy

"WARNOCK" 4 by 4 METAL BLOCKS **"STERLING" TOGGLE BASES**

"Complete METAL MOUNTING BASES"

THE PRINTING MACHINERY CO.

436 COMMERCIAL SQUARE • CINCINNATI, OHIO

Write for bulletins describing in detail these plate-mounting systems.

RUSSELL THE FASTEST SELLING
FOLDERS IN AMERICA

ERNEST

THE WORLD'S GREATEST
FOLDING MACHINE VALUES **BAUM**

615 Chestnut St.

Philadelphia, Pa.

REBUILT MACHINERY

GUARANTEED MACHINES FOR IMMEDIATE DELIVERY

CYLINDER
PRESSES:

Two-color Miehle 56-
62-65-70.

Single color Miehles,
all sizes.

Babcock and Premiers.
No. 4 Miehle Auto-
matic Unit.

NOTE: Feeders and
extension deliveries
for above machines
if desired.

Hood-Falco Corporation is the oldest and largest firm dealing
exclusively in used and rebuilt printing equipment. Our repu-
tation for fair dealing is based on thousands of satisfactory
transactions.

HOOD-FALCO CORPORATION

47-01 35th Street, Long Island City, N. Y., Tel. Stilwell 4-8026
Chicago Office: 343 S. DEARBORN ST., Tel. Harrison 5643

**FIRST SEE IF
HOOD
FALCO
HAS
IT**

CUTTERS, ETC.
Power Cutters—all
standard makes.
Cutters and Creasers.
Stitchers. Folders.
Patent Base.

AUTOMATICS
AND PLATENS:

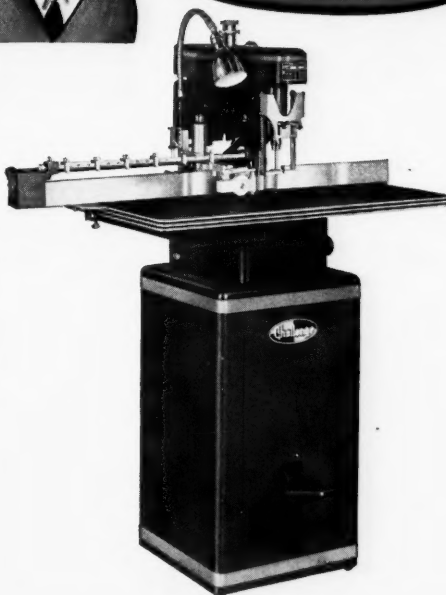
Miehle Verticals.
Style B and No. 2
Kellys.

Miehle Newspaper
Press, 4 page, 8 col.
10 x 15 and 12 x 18
Kluze and Miller
Units.

C. & P. Craftsman
Automatic, Open
Jobbers, all sizes.



**Got Some Paper
Drilling To Do?**



Do it with a Challenge PAPER DRILL

It's fast, accurate, easy to operate—all of
which spells profits in any plant. The
range of work is extensive, and the vol-
ume is amazing, opening up new business
opportunities and clinching old ones.

The Challenge Paper Drill is made in 7
models—a size and style for every require-
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up to the electro-hydraulic power units.
All have Automatic Trip Gage—available
with slotting and cornering facilities. Pro-
duction ranges from 200,000 to 600,000
holes per hour, depending on the kind of
work and model used. Mail the coupon!



**If You Have No Paper Drilling To Do
... You Can Get Some With A
CHALLENGE PAPER DRILL**

THE CHALLENGE MACHINERY COMPANY

Main Office and Factory:
GRAND HAVEN, MICHIGAN



Eastern Sales Office:
50 Church St., NEW YORK



free Drill Catalog!

Without obligation, send illustrated catalog,
giving full details on the complete line of
Challenge Paper Drilling Machines.

NAME _____

FULL ADDRESS _____

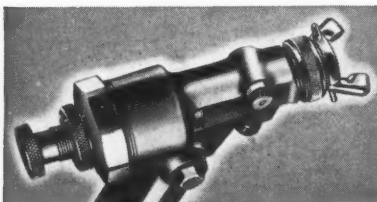


No more tribute, Mr Smudge!

• Has Mr Smudge "muscle in" on your business? Are racking, slipsheeting, slow press speeds and lost profits your contribution to his messy racket? Then why not throw him out of your shop? Decide today that you are going to stop paying costly tribute to offsetting.

Halfway measures won't do. Smudge laughs at obsolete offset prevention equipment and cheap, ineffective solutions. But he lives in deadly fear of the spray from a DeVilbiss gun. Because DeVilbiss Spray Engineers have produced the right equipment and the right solutions to stop him cold, on any printing or lithographing job.

Modernize your shop with efficient economical DeVilbiss Offset Protection. Get rid of this dirty gangster for good.



This modern, simple, highly efficient spray gun is included in every outfit—portable or stationary, with or without air compressor, pressure or gravity feed.

Equipment licensed for use under U. S. Patent No. 2,078,790.

THE DEVILBISS COMPANY • TOLEDO, OHIO
Canadian Plant: WINDSOR, ONTARIO

DEVILBISS SPRAY SYSTEMS

Eliminate OFFSETTING • SLIPSHEETING
INK DOCTORING • RACKING • LOST RUNNING TIME

Albemarle VERIGOOD BLOTTING

A Very Absorbent Blotting . . .

with a uniform surface suitable for printing line engravings and type.

This popular priced blotting is

Available in White and Sixteen Colors

Stocked by leading paper merchants all over the country.

Use Albemarle Verigood Blotting

Albemarle
PAPER MANUFACTURING COMPANY

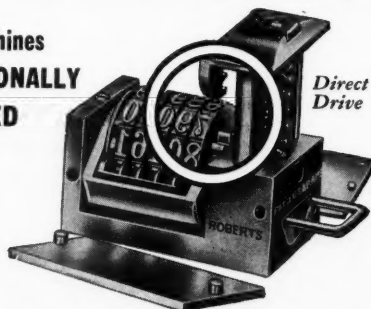
RICHMOND, VIRGINIA, U. S. A.

MAKERS OF HIGH GRADE BLOTTING FOR OVER 50 YEARS

Printers: REDUCE THE HAZARD of Error and Unnecessary Short Life

. . . Use machines
**UNCONDITIONALLY
GUARANTEED**
by Roberts!

They give
you most



**THE DIRECT GEARED PLUNGER TO SWING
MODELS 27 AND 28 AT THESE LOW PRICES!**

MODEL 27—5-Wheel—\$12.00 **40%—\$7.20 Net**
Less

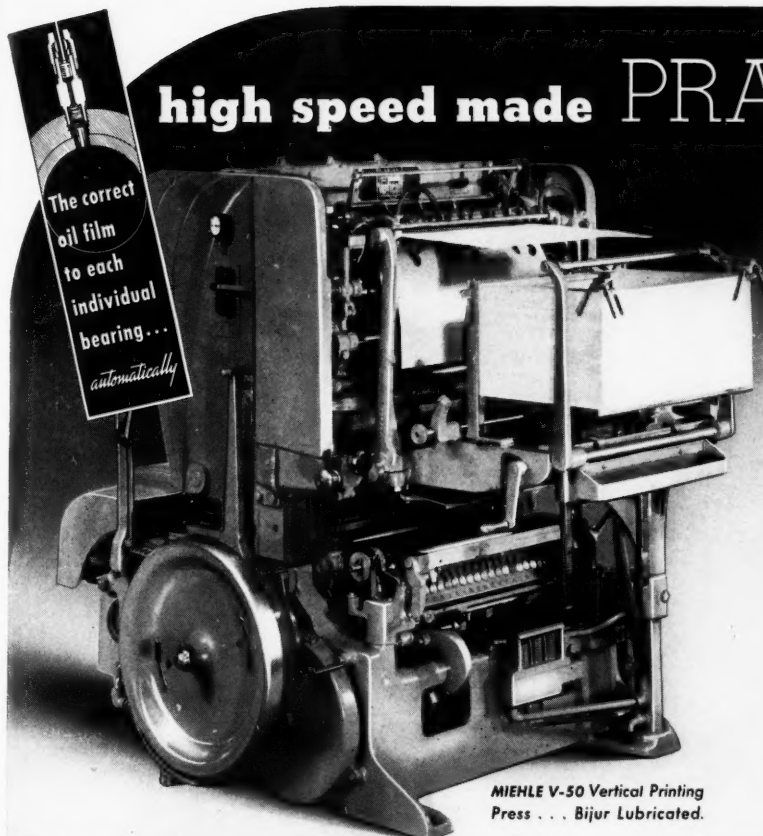
MODEL 28—6-Wheel—\$14.00 **40%—\$8.40 Net**
Less

*Your choice of forward or backward
action and Roman or Gothic style figures*

**THERE'S A 10% TRADE-IN ALLOWANCE
and Additional Discounts for Quantities**

ROBERTS NUMBERING MACHINE CO.
694-710 JAMAICA AVE. BROOKLYN, NEW YORK

high speed made PRACTICAL!



The correct oil film to each individual bearing... automatically

High speed is kept in proper balance with machine efficiency... it is combined successfully with quality of output and low cost of production and maintenance... when the machine is BIJUR-equipped. Insure better work and more of it—with Bijur automatic "metered" lubrication!

BIJUR LUBRICATING CORPORATION
LONG ISLAND CITY • NEW YORK

1411

BIJUR
AUTOMATICALLY *Correct* LUBRICATION

MIEHLE V-50 Vertical Printing Press... Bijur Lubricated.

INKS FOR SHARP IMPRESSIONS
In Litho-Offset and Printing
FOR METAL DECORATING • Get Varnishes, Dryers, too, from
GAETJENS, BERGER & WIRTH, INC.
35 YORK ST., BROOKLYN, N. Y.—538 S. CLARK ST., CHICAGO

Embossography Is Raised Printing at its best.
Hard, Flexible and Permanent. As simple to operate as Regular Printing. Compounds, Inks, Hand and Automatic Machinery. Send for descriptive matter, Price List, etc.
The Embossograph Process Co. Inc., 251 William St., New York

MEGILL'S Spring Tongue
Patent GAUGE PINS

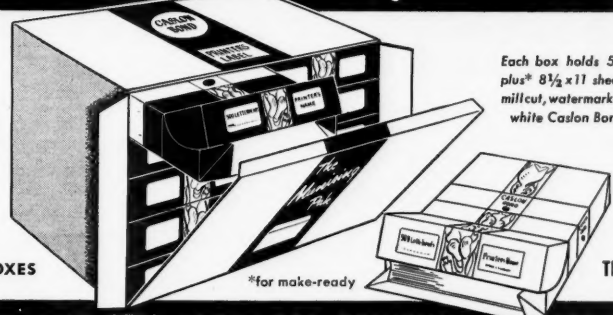
QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U. S. Pat. Office

MEGILL'S GAUGE PINS
FOR JOB PRESSES
Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—and the best. Circular on request. Sold by dealers.
THE EDWARD L. MEGILL COMPANY
The Pioneer in 1870
763 Atlantic Avenue
Brooklyn, New York

MEGILL'S Double Grip
Patent GAUGES

VICE GRIP... adjustable... used for any stock. \$1.75 set of 3, with extra Tongues.

CASLON BOND *Packaged* FOR YOUR PROFIT*

★ *The Munising Pak*
CONTAINING 10 CASLON UTILITY BOXES

Each box holds 500 plus* 8 1/2 x 11 sheets, millcut, watermarked, white Caslon Bond
*for make-ready

Convenient! Compact! Clean!

The Munising Pak is another Munising First. 5000 plus* accurate, mill cut sheets ready to print, packaged in a sturdy, dustproof container which also serves as a compact storage or delivery unit. The Pak houses 10 practical Caslon Utility Boxes. The box fits the desk drawer. One or ten sheets are instantly available. Both the box and the Pak carry your label. It's there at re-order time.

THE MUNISING PAPER COMPANY • CHICAGO, ILLINOIS

PAK UP NOW AND SELL PACKAGED PRINTING

SEE YOUR CASLON DISTRIBUTOR

THE INLAND PRINTER

Volume 108 • October, 1941 • Number 1

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

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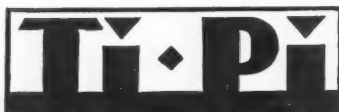
Two years, \$7.00; one year, \$4.00; payable always in advance. Sample copies, \$0.40; \$0.45 in Canada and Newfoundland; none free. Make all remittances payable to TradePress Publishing Corporation.

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Write on your company letterhead for sample, prices and full information.
TI-PI COMPANY, 5 W. Cor. 10th and Broadway KANSAS CITY, MO.

RUBBER PRINTING PLATES AND CUTTING TOOLS
Make your own tint plates—Print perfectly on all presses—with all inks on all papers.

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS • SEND FOR BOOKLET

AMERICAN STEEL CHASE COMPANY

31-31 Forty-Eighth Avenue, Long Island City, New York

Huronette



PLATE FINISH, BLEACH WHITE

Whenever you want a tough, white, economical stock for letterpress, offset or gravure reproduction, you'll find it good business to specify Huronette.

Seven Weights: 80, 100, 125, 150, 175, 200, 225 pounds.
(24 x 36 — 500.)
Sheet Sizes: 24 x 36 — All basic weights.
22½ x 28½ — 100 pounds and heavier.
20 x 26 and 26 x 40 — 100, 125, 150 pounds.

PORT HURON SULPHITE & PAPER CO.

CHICAGO
SAN FRANCISCO

MILLS: Port Huron, Michigan

BEREA, OHIO
NEW YORK

WANT ADVERTISEMENTS

Prices for this department: Under the heading "Situations Wanted," 50 cents per line, minimum \$1.00; under all other headings, 75 cents per line, minimum, \$1.50. Approximately 55 characters to the line, address or box number to be counted. Price the same whether one or more insertions are taken. Cash must accompany order.

BUSINESS OPPORTUNITIES

COMPLETE JOB PRINTING PLANT and only weekly newspaper in county. In heart of Tennessee Valley and defense program. \$15,000 on terms to suit. R. L. O'Neal, Huntsville, Ala.

FOR SALE

ROSBACK AUTOMATIC STITCHER, three stations. 30-inch Nygren-Dahly slot perforator. One No. 189, 28x42-inch Dexter folder, hand feed. Model O, continuous air or friction feed. Portland power punching machine. Stolp-Gore jogging machine. Model W Cleveland folder, continuous air feed. Model B Cleveland, hand-fed. H. & S. Bookbinding Co., 1935 Washington Ave., St. Louis, Mo. C. Don Donley.

LUDLOW TYPOGRAPH, 9 steel Ludlow mat cabinets, Sur-facer, sticks, over 200 fonts of modern mats in series including Bodonis, Tempo, Garamond, Karnak, Eusibius, Mayfair, Condensed Gothics, Coronet, etc. Save 25 to 50% on equipment, bulk of which is equal to new and so guaranteed. Can be demonstrated in leading Chicago trade plant.

TYPE & PRESS OF ILLINOIS
220 S. Jefferson Street, Chicago

FOR SALE—Printing and Binding Mach. Presses, Miehle, C&P, Dexter Folders, Cutters, Trimmers, Punchers, Stitchers, Perforators, Gluing Machines, Embossing Machines, Motors, Generators, Engines, etc. All in working condition. Can be inspected on our floor. J. H. LeFavour, Greenfield, Indiana.

FOR SALE: 2 Miehle No. 4 units sheet size 28 by 40½ extension delivery, Dexter feeder, D.C. motor equipment. Serial numbers over 16,000, run exclusively on high grade, direct mail literature. Write Box O 489, The Inland Printer.

FOUR COLOR COTTRELL rotary press, maximum sheet size 48 by 69, minimum 28 by 69. Feeder practically new. May be inspected while running. Wire or 'phone E. L. Patchet, Saturday Night Press, Toronto, Canada.

FOR SALE: Willsea circular paper conditioner, will condition 9600 sheets 28 by 42. Buxton & Skinner Printing & Stationery Co., 306 North Fourth St., St. Louis, Mo.

BOOK BINDERS' MACHINERY—New model National book sewing machines; also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 720 S. Dearborn St., Chicago.

FOR SALE—36-inch new model cutter; rebuilt and fully guaranteed. O 405.

FOR SALE—Used Printing Presses, Supplies, Lists 3c. Turnbaugh Service, Loysville, Pa.

HELP WANTED

WANTED—Working Superintendent for small plant in small southern city. Moderate salary. Pleasant working conditions. Must have ability to handle and direct men. Non-union. Box O 499, The Inland Printer.

OPENING FOR all around cutting machine and soft book binding man in one of the best Pacific coast cities. O 497.

INSTRUCTION

PEOPLE FROM ALASKA, California, Washington, Florida, Seattle, Honolulu, and all America attend Bennett's School to learn his method of operating; his record is 12,130 ems for eight hours; established 1912; both practical and home instruction. Free catalog. BENNETT'S SCHOOL, Maumee, Ohio.

REPRODUCTION PROOFS

GOOD REPRODUCTION PROOFS, how to make them at low cost. Read "Etch Proofs," by F. H. Bartz. Sent 10 day approval. \$1.00 copy. G. Arts R. F., 18 E. Kinzie St., Chicago.

SITUATIONS WANTED

Executives and Managers

LETTER-PRESS & OFFSET PLANT EXECUTIVE (42) available Sept. 30. Qualified by practical broad experience in all departments to assume entire personnel and production responsibility. Book, commercial and publication multi-color printing. Coordination specialist. Above average. Location and salary secondary to satisfactory connection. References. Box O 496, The Inland Printer.

SUPERINTENDENT—Capable printing executive with a long, successful record in handling men and production in high-grade direct-mail and general commercial printing plants wishes to affiliate with medium sized plant. Has broad knowledge of all plant operations and is experienced in office routine and customer contacting. Available now. Address Box O 500, The Inland Printer.

PRINTING SUPERINTENDENT—Composing Room Foreman of 18 years of practical printing experience seeks permanent connection with an established printing or publishing plant. Unusual executive ability and practical printing experience; sales, estimating, production costs; handle help efficiently. Age 38. Address Box O 401, The Inland Printer.

PRINTING SUPERINTENDENT—15 years' experience as executive and production man in Chicago and Mid-West. Estimating. Publication, color work, job exp., intelligent supervision. Unquestionable references. Married man, employed. Replies confidential. Box O 338, The Inland Printer.

CAPABLE EXECUTIVE—thorough knowledge of printing materials, equipment, sales, estimating, production, planning, time study, cost control; past 6 yrs. with 1-time carbon interleaved set forms; age 42; desires respons. position. O 444.

SUPT.; broad Detroit exp., always employed. Seeks position where opportunity to expand production and quality is afforded. U.T.A. estimator, buyer. Your staff will produce more and better printing in less time using my methods. O 422.

Composing Room

A-1 TRADE PLANT and Job Shop operator wants full-time sit. in Union Shop where permanence is assured. Age 36, married, speed 2600-3200 lines news 8 hrs.; accurate ad machine operator; thorough knowledge of book, publication and specialized job composition. Some floor exp. Take proper care machine. Need 2 wks. notice. Box O 494.

FLOOR MAN—Layout, job or ad composition. 35 years exp., no liquor, now employed. Can take charge. Box O 466.

MONOTYPE COMBINATION Keyboard-Caster Operator. 18 years' experience. Union. Box O 463, The Inland Printer.

PRESSROOM

PRESSROOM FOREMAN—Skilled on folding paper cartons. A qualified paper man familiar with process color work, color work, fine halftone and commercial printing of all kinds on two color and single cylinders, cylinder jobbers, Kluge and jobbers. Pleasant, qualified, dependable. Box O 498.

A QUALITY COLOR HOUSE in need of a pressroom foreman could use my service toward profitable production. Details on request. Box O 447, The Inland Printer.

Miscellaneous

PHOTO-ENGRAVING PHOTOGRAPHER—line and halftone-stripping desires job. Helps proofing, blocking and stripping. References. R. B. Williams, R. R. No. 1, New Augusta, Ind.

HEAD PROOFREADER—35 yrs. exp. best shops; ptr., office, mgr., selling. Someone needs my expr. Box O 416.

The HISTORY of an \$4 Advertising Agency

By: DR. RALPH HOWER. "N. W. Ayer & Son at work." Order of THE INLAND PRINTER

ROSBACK

Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

F. P. ROSBACK COMPANY

Largest Perforator Factory in the World

BENTON HARBOR, MICHIGAN



**A Good Tip...
ORDER
WINTER
ROLLERS
TODAY...**

DON'T wait for cold weather to jolt you into ordering your Winter Rollers. Look ahead. Act today. Order **AMERICAN ROLLERS** for better service through the hard months to come. They're *pre-conditioned* for the grind they'll have to stand. Produced by skilled roller craftsmen in one of today's most modern roller plants, there's no finer printer's roller in all the world. Change to **AMERICAN ROLLERS** now for better winter service this season.

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All Advertisers in This Issue—By Product! It's FAST! Consult This Monthly Index First

AIR CONDITIONING-HUMIDIFYING SYSTEM

B. OFFEN & CO., Transportation Bldg., Chicago, Ill. Write for pamphlet "Air Conditioning and Humidity Control."

BLANKETS: MAKE-READY

CORK, RUBBER, SYNTHETIC OR COMBINATION—all gages, all presses; guaranteed service. Acme Press Blanket Co., 162 N. Wells, Chicago.

BOOK BINDERS: EDITION

Brock & Rankin, Inc.Page 20

Engdahl BinderyPage 85

BRONZING MACHINES

MILWAUKEE BRONZERS—for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CALENDARS AND CALENDAR PADS

Largest assortment of Pads. Best selling line of Art Blotters. Write for catalog in which you are interested. Orders filled immediately.

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GOES LITHOGRAPHING COMPANY
Dept. D—35 West 61st St., Chicago
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WHOLESALE CALENDARS to printers. Do your own imprinting. Advertising Novelties, Fans, Book Matches. Write for particulars. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago, Ill.

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CHASES: STEEL, ELECTRIC WELDED

American Steel Chase Co.Page 82

CHASES: STEEL

ELECTRIC WELDED SILVERBRIGHT
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with oversize inside measure for press capacity
STYLES AND SIZES ON REQUEST
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COMMENCEMENT INVITATIONS

COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.

COMPOSING MACHINES

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Chandler & Price Company.Page 16

PEERLESS GEM 25" & 30" Lever Cutters and parts now made by Missouri-Central Type Foundry, Wichita, Kansas.

DRILLS: PAPER

Challenge Machinery Co.Page 79

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Plugs in like drill bit
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ELECTRICITY GENERATING SETS

Caterpillar Tractor Co.Page 14

ENVELOPE PRESSES

LIGHTNING SPEED envelope press, sizes 5 to 12, 10M to 18M per hour. Being used by U. S. Gov. Ptg. Office, POST MFG. WORKS, 671 Diversey, Chicago.

EQUIPMENT: LETTERPRESS & OFFSET

American Type Founders.Page 85

FOLDING MACHINES

Russell Ernest Baum.Page 79

Dexter Folder Company.Page 4

FOREIGN LANGUAGES

FUNK'S TRANSLATION BUREAU—Spanish our specialty. Translators and Typesetters in ALL languages to the Printing Trade, since 1910, 535 S. Franklin St., Chicago, Ill. Wabash 1724.

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GAUGE PINS & GRIPPERS

Jacob R. Grove Co.Page 86

Edward L. Megill Co.Page 81

HOUSE ORGANS

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New Reid hot metal Feeder \$95; used Monomelts, used Margach feeders bought and sold. Wm. Reid Co., 2271 Clybourn, Chicago.

LUBRICATORS: AUTOMATIC

Bijur Lubricating Co.Page 81

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Hood-Falco Corporation.Page 79

MECHANICAL OVERLAY PROCESS

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MOTORS & CONTROL EQUIPMENT

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Poster Stamps

Send for a free set of U.S. Navy Aircraft Squadron Poster Stamps with album, printed on McLaurin-Jones Guaranteed Flat Gummed Paper—they'll give you a clue to poster stamp use that can mean extra press runs for you!

McLAURIN-JONES COMPANY
BROOKFIELD, MASS.

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PAPER: TYMPAN

Cromwell Paper Co.....Third Cover

PHOTOENGRAVERS' MACHINERY & SUPPL.

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DUPLEX PRINTING PRESS CO., rotary and flat-bed web presses; stereo. and mat machinery. Battle Creek, Mich.

Walter Scott & Company....Page 85

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PRESSES, Rotogravure and Allied Equipment, Web and Sheet-fed, any size. Printing, Coating, Laminating. Rotogravure Eng. Co., E. Boston, Mass.

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PRICE DETERMINATION SCHEDULES

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SALES BOOKS

MAKE EXTRA MONEY taking sales book orders. Ask for liberal dealer plan. ADAMS BROS. CO., Topeka, Kans.

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The

OCTOBER, 1941

Volume 108 • Number 1

Inland Printer

*The Leading Business
and Technical Journal of
the World in the Printing
and Allied Industries*

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Eastern Advertising: John E. Allen, at 522 Fifth Avenue, New York City

Pacific Coast Representative: Don Harway & Company, 420 Market Street, San Francisco

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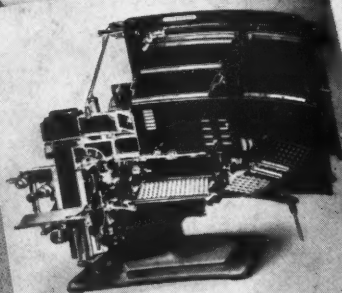


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is not easy. Reduces non-productive
time -- increases production improved
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mechanical means such as no over-
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indicated it are in close touch
with these machines over 30, which
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tains, we are now producing
frances, which have been designed
especially for use and production
in production the first time in
history of the cutting machine

NEW YORK PAGE

[illegible]

UNIVERSAL STREAMLINED INTERTYPES
AND MORE NEW TYPE FACILITIES

CAREFUL RESEARCH of our market of advertising typography pointed out several things which in our way of thinking, definitely established us in the buying habits of our customers which is not as a demand for us.

First of all, market demand for this type of machinery is increasing rapidly. It is an ever increasing demand for employing the use of modern type faces also shown to that, including our own plant, factories were not available for furnishing this type of printed composition economically —not only from modern type faces of variety of modern type faces available in any one type of printing machine, but also the necessary to produce it. In the future, we have had used com-

the greatest range of modern type sets in this section of the country. And, as you know, some types were "Handset", some were "Inter-type set" and some were "Blom-type set". The combination of smaller sizes of the three in obtaining composition cost. This is a big saving, and through the use of the

fact we recognize the diligent cooperation we are now able to offer in no increase in latest and most widely used type faces and greater range of mixing possibilities, we, strictly "on the Intertype."

Having satisfied ourselves that we are available to our customers the second type face, we next turned to the quality of typography. The quality of typography is the quality of the pattern.

THE I. W. F.

typography, shop cooling equipment such as linotype and Linotype has been used mainly for "conventional" composition. There were no other considerations of quality of face, of size or dimensions of type, or of character of the type. Distinction of character of a good foundry face was the usual thing rather than the exception. Leading typographers throughout the country, in which group we are constantly striving to maintain our position, demanded of our companies that they give us the best possible results.

in answer to these demands the Linotype Corporation has standardised their vision and engineering skill in designing a machine that could guarantee both precision and quality of product as well as increase range of operation while economy in producing a long Typographic industry. When it became known

the very addition to our present equipment of a more intricate machine.

This installation, whose cost makes it possible for us to offer more, in greater Cincinnati, facilities second to none in the south has shown us the way our confidence in High American printers, will continue to be making available to you as Typographic Development

FORD COMPANY - C
Advent

And now—another Intertype Mixer for The J. W. Ford Company

ONE YEAR AGO The J. W. Ford Company, Advertising Typographers, Cincinnati, bought two eight-magazine Intertypes. Impressed by the many outstanding features of these machines, Carl H. Ford, the company's president, wrote and published an interesting folder describing the new equipment and explaining what it would mean to Ford customers. The inside of the folder is shown above.

IN A LETTER sent recently to the Brooklyn office of Intertype Corporation, Mr. Ford says:

"The last installation (referred to in the folder) has worked out so well for us that you now have an order from us for another Universal Mixer."

IN HIS FOLDER, Mr. Ford states that "...through the diligent cooperation of the Intertype Corporation, we are now able to offer, at no increase in cost, the very latest and most widely used type faces, with an even greater range of mixing possibilities than ever before, strictly 'on the Intertype.'"

THE FOLDER contains much interesting information about Universal Intertypes. Copies are available to other advertising typographers, trade compositors, and printers and publishers generally, together with a catalog of Universal Intertypes. Please address **INTERTYPE CORPORATION, 360 Furman Street, Brooklyn, New York**, or nearest Intertype branch.

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